



roots&shoots

Handbook



the Jane Goodall Institute



welcome to roots & shoots

Dear Group Leader,

Welcome to Roots & Shoots, the Jane Goodall Institute's global, environmental and humanitarian education program. You are now part of an international network of young people and mentors committed to making the world a better place for all living things. Although Roots & Shoots groups come from more than 90 different countries, speak different languages and range from pre-K to university, we are united by the belief that we can make a positive impact on our communities and the world around us. Through our actions, we promote care and concern for the environment, animals and the human community. Together, we are a reason for hope for the planet's future.

We have created this coordinator's manual to assist you and your group members in all aspects of the program. Use it as a guide rather than as a strict set of rules—take from it what you need but also rely on your group's creativity, individuality and local character. We encourage you to share the Manual with your group; allow your group members to read it and use it as a reference. You may find it helpful to photocopy sections of the manual for all group members.

We are excited to welcome you into our network. Remember, making a difference in the world takes hard work and commitment. But, as Dr. Jane's mother, Vanne, always told her, "If you work hard enough, and if you take advantage of opportunities and never give up, you will find a way." We hope the Manual will help as you start on this journey.

Sincerely,

Jeanne McCarty, Vice President, Roots & Shoots-USA

Monica Guzkowska

Coordinator of Youth Programming, Roots & Shoots-Canada



Photograph Left: Dr. Jane and others at the 1999 Roots & Shoots College Summit in Edgewater, MD work together on a tree planting project.

Photograph Above: Students from the Kids Express Learning Center prepare their garden for new plantings.

a message from dr. jane goodall

roots & shoots — sowing seeds for global peace



Photo by Michael Collopy

Roots spread underground and make a firm foundation. Shoots seem small and weak, but to reach the light they can break through brick walls. In this program, the roots and shoots are young people; the brick walls are all the problems that we humans have inflicted on our planet — such as the destruction of forests, desertification, global climate change, pollution of the air, water and earth, and human greed, cruelty, crime and war. Roots & Shoots has a message of hope: hundreds of thousands of young people, around the globe, can break through to make the world a better place.

Since the creation of Roots & Shoots in 1991, over 7,500 Roots & Shoots groups have registered in more than 90 countries. Members range from pre-K to university students. Each group selects hands-on projects to make the world around them a better place — showing care and concern in each of three areas:

- **for the environment we all share;**
- **for animals, including domestic animals;**
- **for the human community**

Group activities depend on age range and location — whether the group is in an inner city or rural area — in the USA, Tanzania or China.

Roots & Shoots has a non-violent, non-confrontational philosophy. The tools for effecting change are knowledge and understanding, persistence and hard work, love and compassion, and respect for all life. The core message is that every individual

matters and makes a difference.

Roots & Shoots is designed to break down the barriers we have erected between ethnic groups, socio-economic groups, religions, cultures, countries and nations, young and old, humans and animals. The links between groups around the world can only serve to improve relations between all peoples of the world.

As a new Roots & Shoots group, you received this package with ideas that can be adapted to local circumstances. These ideas are the ‘seeds’ that, planted in different neighborhoods and countries, will be nurtured in local soils by those who live there. Thus, the blossoms and fruits will belong to the people who tend the program. But the philosophy is shared by all.

Dr. Jane Goodall, DBE
 Founder, the Jane Goodall Institute &
 U.N. Messenger of Peace

a message from our members...

As you start on your own journey with Roots & Shoots, remember that there are thousands of others around the world, working together to make a difference. Here are some of their thoughts and feelings about the program:



Roots & Shoots gives me hope when I'm depressed about what is happening in front of me; and it makes me feel [like] I'm working with a lot of people from all over the world.

— Naoyuki Miyabe, Japan

For me, being a part of Roots & Shoots has always been fun...Roots & Shoots confirms the idea that even a small group of people can make a difference if they're determined.

— Shane Lake, USA

Roots & Shoots is the awareness that I'm not alone in this continuous...challenge to improve everyone's life.

— Riccardo Guido, Italy

We make a difference when we do little things such as not littering and recycling. We make an even bigger difference when we find a problem, get involved in it, and then try to solve it. Doing this is important to us because we will...feel better about ourselves knowing that we just saved another living thing's life.

— Marc Josephs, USA

Before I joined Roots & Shoots I doubted humankind and felt that people were driven by money and greed. I felt like any effort would be hopeless. Then I joined and was introduced to a multitude of organizations that were driven by the same inspirations to save the earth and help humankind. I felt reenergized and realized there are still people [working] for the common good and there always will be. Roots & Shoots helped me believe again.

— Lindsey Goodwick, USA

For me, Roots & Shoots means the future of the world!

— Yann Sochaczewski, Germany

Roots & Shoots is an educational program that empowers kids to make a difference through authentic problem solving. The program motivates and challenges kids to investigate and solve real problems focused on animals, the environment or human community issues, at the local or global level.

— Monita Leavitt, USA



The Roots & Shoots ECO Club at the Singapore American School helped clean up a mangrove swamp near Sungei Buloh in northern Singapore. The group kept track of the types of garbage collected by using data cards. Later, these cards were sent to the Center for Marine Conservation in the U.S., where data from clean-up projects all over the world is analyzed to help develop solutions to aquatic pollution and marine dumping.

Table of Contents

5 Program Overview
describes the program's mission, goals and structure.

11 Members in Action
focuses on the program's history and highlights individual members and leaders.

15 Grassroots Spirit
gives ideas for nature awareness and highlights our Roots & Shoots staff.

19 Getting Started
explains the process of becoming a Roots & Shoots member and building a group.

23 Group Meetings
gives suggestions on how to structure and run your regular meetings.

27 Project Planning
guides you through the basics of brainstorming and planning great projects.

37 Keeping Track
explains the Activity Reporting process and how to qualify for a Certificate of Recognition.

43 Fundraising
describes proven tactics for raising money and lists online resources.

51 Going Public
offers tips for bringing more media and public recognition to your projects.

57 Safety and Risk Management
clarifies the liability and safety issues of being a group leader.

61 Resource Bibliography
lists organizations, websites, books and magazines helpful for project work.

In this section:

Roots & Shoots Membership
The Roots & Shoots Organization
Partnerships in Understanding

program overview

“

Roots creep underground everywhere and make a firm foundation. Shoots seem very weak, but to reach the light, they can break open brick walls. Imagine that the brick walls are all the problems we have inflicted on our planet. Hundreds of thousands of roots & shoots, hundreds of thousands of young people around the world, can break through these walls. You can change the world.

— Dr. Jane Goodall”



A Roots & Shoots member in Tampa, FL helps her group create a butterfly garden.

Roots & Shoots is the Jane Goodall Institute’s global, environmental and humanitarian program for young people. Our mission is to foster respect and compassion for all living things, to promote understanding of all cultures and beliefs and to inspire each individual to take action to make the world a better place for the environment, animals and the human community. All Roots & Shoots members, from pre-K to university, demonstrate their care and concern for living things through service projects in their communities.

roots & shoots membership



Roots & Shoots members participate as individuals, in local groups and as part of a global network:

As individuals, Roots & Shoots members care about the future of our planet. Roots & Shoots is guided by Dr. Jane's philosophy that "every individual matters, every individual has a role to play, every individual makes a difference."

In local groups, Roots & Shoots members plan and implement projects based on their group's unique interests, resources and community concerns. Roots & Shoots projects address one or more of the following three themes:

- Care and Concern for the Environment
- Care and Concern for Animals
- Care and Concern for the Human Community

The global network is made up of thousands of members around the world, making Roots & Shoots a program that unites young people of many cultures in the effort to make the world a better place for all living things.

The Goals of Roots & Shoots

- to implement positive change through active learning about, caring for and interacting with the environment
- to demonstrate care and concern for all animals
- to enhance understanding among individuals of different cultures, ethnic groups, religions, socioeconomic levels and nations through our global communications network
- to help young people develop self-respect, confidence in themselves and hope for the future

Benefits of Membership

- Becoming part of the global network of Roots & Shoots groups, which are making a positive difference in the world
- Receiving the Coordinator's Manual, age-appropriate curricula and other educational materials that are full of suggestions on starting a group, planning projects and tailoring the program to fit your goals
- The semi-annual Roots & Shoots Newsletter, featuring letters from Dr. Jane, inspiring articles, news, project ideas and other resources to enable groups in different countries to share ideas and information
- Receiving the quarterly eNewsletter and weekly listserv bulletin featuring global stories, projects, contests, and online resources to broaden your impact beyond the local community
- Learning new skills, developing leadership, meeting Dr. Jane and sharing once-in-a-lifetime experiences with other Roots & Shoots members at annual youth and college summits
- Regional festivals, gatherings and workshops with opportunities for community building and celebration
- Receiving a Roots & Shoots Certificate of Recognition, signed by Dr. Jane, for our most active groups
- Becoming part of Partnerships in Understanding, a correspondence program that partners Roots & Shoots groups worldwide to allow youth to create global connections and enhance cultural awareness
- Support from our regional and national staff on projects and group development

Photograph Above: The English School Fahabeel Roots & Shoots in Kuwait implemented a school-wide recycling program. All classrooms eventually adopted the program, and the student's work even influenced the way their parents disposed of waste at home.

Membership Requirements

All Roots & Shoots groups must:

- plan and implement at least one ongoing community service project each year;
- address at least one of the three R&S themes: the environment, animals and the human community;
- submit an Activity Report at least twice each year (see **Keeping Track**); and
- pay the membership fee and update their contact information annually.

Of course, these are the minimum requirements. To receive a Certificate of Recognition, you must:

- plan and implement service projects that cover **all three** Roots & Shoots themes. This could mean one of two things:
 - plan at least three different projects a year that address care and concern for the environment, care and concern for animals and care and concern for the human community;
 - plan one or two larger projects that cover more than one of the major themes. Some groups focus on one yearlong project that addresses all three themes.
- submit at least three activity reports and a year-long portfolio (see **Keeping Track**).

Special Partnerships and Programs

Roots & Shoots for Young Children

Group leaders working with children ages 3-8 automatically receive a subscription to Roots & Shoots for Young Children, a quarterly mailing of 8-10 lesson plans that focus on developing empathy in young children through a range of activities.

Lessons for Hope

Lessons for Hope is a web-based curriculum for middle school and high school students that helps them recognize their personal values and encourages them to translate those values into



service learning activities that benefit their communities. Find Lessons for Hope at www.lessonsforhope.org. The Teacher's Guide is also available for sale as a PDF file at our online store, <http://commerce.janegoodall.org/store>.

Foster Care Handbook

The Roots & Shoots Foster Care Handbook is a resource available to anyone who works with youth in transition. The Handbook guides youth in out-of-home care through planning and implementing a community service project and other skill-building activities. By helping foster care youth build community connections and greater awareness of themselves, these activities and projects will also help ease the transition from foster care to independent living. The Handbook is available for sale as a PDF file at our online store, <http://commerce.janegoodall.org/store>.

Youth Leadership Councils

Roots & Shoots provides its most active members ages 14-24 with leadership opportunities through participation in our National and Regional Youth Leadership Councils. Council members serve as program advisors and ambassadors in their communities and worldwide. To apply, please contact Hans Cole, Director of Outreach and Leadership, at hcole@janegoodall.org.

Photograph Above: Salisbury State University Roots & Shoots joined the effort to clean-up the Nanticoke River, which empties into the Chesapeake Bay. For years, people had been dumping their tires into the river. The group had a goal of pulling at least 100 tires out of the river, and they far exceeded their goal. All of the tires were then recycled by the Maryland Department of the Environment.

the roots & shoots organization

Roots & Shoots now has offices around the world — some at existing Jane Goodall Institute locations. Please submit all Activity Reports and support questions to the office nearest you. If your country does not have an office, please send those materials to the R&S-USA National Office.

Roots & Shoots-USA

National Office

roots-shoots@janegoodall.org
www.rootsandshoots.org
(800) 592-5263
(until September 1, 2005)
8700 Georgia Avenue, Suite 500
Silver Spring, MD 20910
(after September 1, 2005)
4245 N. Fairfax Dr., 6th Floor
Arlington, VA 22203

California Regional Office

1840 Alcatraz Avenue, Suite A2
Berkeley, CA 94703
(510) 420-0746

New England Regional Office

1 Franklin Park Road
Boston, MA 02121
(617) 989-2692

Northern Great Plains Regional Office

Bramble Park Zoo
P.O. Box 910
Watertown, SD 57201
(605) 882-5274

University Programs Office

181 White Street
Danbury, CT 06810
(203) 837-8726

JGI-Austria

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1190 Vienna, Austria
office@janegoodall.at
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1146 Budapest
Állatkerti krt. 6-12.
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tszalkai@mail.dunamuseum.org.hu
http://janegoodall.dunamuseum.hu/

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info@janegoodall-italia.org
www.janegoodall-italia.org

JGI-Japan

952-2 Nu, Tamano Okayama
706-0316 Japan
info@jgi-japan.org
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JGI-the Netherlands

Polstraat 48
7411 KC Deventer, the Netherlands
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Switzerland
dani@janegoodall.ch

JGI-Taiwan

3F, No. 28-1 Li-Shui Street
Taipei, Taiwan
jgi_taiwan@seed.net.tw
www.goodall.org.tw

R&S-Tanzania

P.O. Box 727
99 Old Bagamoyo Road
Dar es Salaam, Tanzania
shoots@africaonline.co.tz

JGI-Uganda

Plot 26, Lugard Avenue
P.O. Box 884
Entebbe, Uganda
steph@jgiuganda.org

JGI-United Kingdom

Orchard House
51-67 Commercial Road
Southampton SO15 1GG
United Kingdom
info@janegoodall.org.uk
www.janegoodall.org.uk

Please note that addresses are subject to change. Please check our website at www.rootsandshoots.org for the most updated information.

partnerships in understanding



Partnerships in Understanding is a correspondence program that pairs Roots & Shoots groups from around the world. By sharing information and ideas, young people have the opportunity to celebrate their own cultures and learn about those of others.

Partner groups exchange letters, e-mails, photos, games, video and audio tapes, cultural artifacts and Roots & Shoots project ideas. Through Partnerships in Understanding, young people can discuss issues and offer solutions in a forum that transcends cultural and geographical boundaries.

How does your group become involved in the Partnerships in Understanding program? It's simple! Please complete the application form on the reverse of this page and return it to JGI-Canada (see page 8 for address). We will contact you soon with your partner group. At that point, it is up to you to begin the correspondence.

Guidelines for Successful Partnerships

Partnerships in Understanding is a cultural exchange program. To ensure a successful partnership, remember to:

- reply to your partner group within one month;
- include more than just written material (e.g. photos, stamps, postcards, newspaper clippings, etc.);
- involve as many members of your group as possible;
- learn about your partner school's country, native language (if different from your own) and culture;
- spread the word about your new friends. Create a bulletin board in your school or classroom where you can post their letters, a map indicating where they're from, some photos, and other interesting items you collect.

Remember that Partnerships in Understanding is not about creating a dependency relationship between groups. While understanding that some groups are less economically fortunate than others, Roots & Shoots discourages groups from requesting financial or material assistance from their partners. There is much more to gain from creating strong friendship bonds based on understanding and respect.

Be creative! Your only limitation is your imagination!

Photograph Above: Two Roots & Shoots Tanzania members from Lumumba Primary School perform in an "Environmental Dance Presentation." Your Partnerships in Understanding exchange can involve descriptions and photos of cultural events and performances like this one.



partnerships in understanding

Date: _____

Group Name: _____

Contact Name: _____

Number of participants: _____

Age range and gender: _____

Address: _____

E-Mail: _____

Telephone number: _____

Fax number: _____

More ideas for your partnership...

Letters

Include information on different aspects of life in your respective countries — such as school, family, traditions, customs, holidays, responsibilities, hobbies and sports.

Cultural exchange books

Create scrapbooks containing photographs, drawings or paintings from individuals, information on the local environment and culture, maps and letters.

Audio tapes

Create recordings for students to hear each others' voices, or listen to music that is popular in other countries.

Video tapes

Create video tapes of your school and group members (be sensitive to the technological capabilities of your partner school).

Activities or projects

Think of things that both groups can do simultaneously, even though you may be far apart geographically. Groups can celebrate special national or international holidays such as Earth Day or Roots & Shoots Day of Peace, raise funds to sponsor an endangered animal, or protect an acre of rain forest.

Send this form to Roots & Shoots-Canada:

5165 Sherbrooke St. West Ste 301, Montreal, Quebec H4A 1T6, Canada

roots&shoots

the Jane Goodall Institute

In this section:

Revocatus Edward, member since 1996

Monita Leavitt, leader since 1996

Caitlin Alegre, member since 1994

members in action

“

If you understand someone, you can love that person.

There can be no peace in the world without love.

I know I can make the world a better place for everyone

— humans and animals.”

— Revocatus Edward,
Roots & Shoots leader, Tabora, Tanzania

The Roots & Shoots program began in Dar es Salaam, Tanzania on February 19, 1991, with a gathering of 16 students on Dr. Jane’s front porch. The students



were fascinated by animal behavior and environmental concerns, but none of their classes covered these topics. The group met with Dr. Jane to determine how they could address these issues through out-of-school activities. Discussion ranged from how to help chimpanzees and other animals to how the students’ actions might affect their local communities. Those 16 students went back to their schools with the task of forming clubs with other interested young people, and Roots & Shoots began.

Since then, the program has spread rapidly throughout the world. More than 7,500 Roots & Shoots groups have registered in more than 90 countries around the world.

The story of Roots & Shoots is a story of the individual commitment and compassion of our members and leaders. Here are three examples from among the thousands of individuals making a difference worldwide.

Roots & Shoots International Summit, September, 2000 in Munich, Germany. Summit participants representing 10 different nations climbed Mt. Jenner in the Bavarian Alps. Later these Roots & Shoots members spent several days at an Alpine hut, planning new projects, discussing environmental issues and sharing stories from their home countries.

Revocatus Edward, Roots & Shoots member since 1996

Revocatus Edward, a student from Tabora, Tanzania was visiting his grandparents in 1994 when the President of Burundi was assassinated and the Burundian civil war broke out. He witnessed a huge influx of Burundian refugees, and, with that surge in the human population, he saw outbreaks of disease, deplorable living conditions and other environmental impacts. This was his first encounter with people's inhumanity toward one another. He could not understand how human beings could be so cruel.

Shortly after Revocatus returned home, a student from Kigoma, Tanzania visited his school and talked about Dr. Jane's R&S program. During the talk Revocatus realized that he could make a difference in the world. "I learned that even if I am young, I can have ideas, and I can communicate them to other people – [for example], how to protect wildlife for future generations. I really understood it."

In 1996, Dr. Jane Goodall visited Revocatus' school and talked about her work in Gombe. Ten years later, Revocatus can recall the wisdom and encouragement he

found that day. He is still inspired by what Dr. Jane said, such as "Each individual has a role to play and can make a difference in the world," and has realized the impact that he can make on the world.

Revocatus has directed his enthusiasm into R&S since 1996. He has served as an R&S Chairperson for his school, a Regional Secretary and Volunteer in Tabora, and a Regional Leader in Iringa, through which he has collaborated with other members and leaders, as well as the Tanzanian government and various NGOs. He has traveled abroad to Germany and Taiwan to participate in international summits and festivals. Revocatus has worked on projects dealing with tree planting and youth volunteerism, and organized Peace Day in Tabora in 2003. Currently serving as the Western Zonal Manager for R&S in Kigoma, Revocatus has been inspired to pursue a degree in Accountancy, which he hopes will give him a "greater chance to help people in the area of financial problems facing the community."



Photograph Above: Revocatus Edward (standing center) leads a project brainstorming session at the 2000 Roots & Shoots International Summit in Germany. In this photo, the Summit participants are gathered in an Alpine hut in Bavaria. After hiking to the top of Mt. Jenner, the participants had several days of focus meetings, resulting in a new group project focused on rainforest conservation and the bushmeat issue.



Monita Leavitt, Roots & Shoots leader since 1996

Monita Leavitt has been an outstanding Roots & Shoots leader at Rochambeau Middle School in Southbury, Connecticut. Monita's students create lesson plans and teach younger children the importance of caring for our planet. Featured often in our publications, Monita shares this advice:

Starting a Roots & Shoots group in your school or community is a great way to involve students in service and leadership. Roots & Shoots is a program that motivates and challenges students by bringing their environmental interests and concerns into the classroom. It serves as a vehicle for building awareness by empowering youth with an opportunity to take action and investigate real environmental problems in their local and global communities. Building environmental

awareness begins with the first step, a step Dr. Jane Goodall says is like "a shoot breaking through a brick wall." It is this step that gives students a voice.

Roots & Shoots is student directed. Young people brainstorm to identify the environmental problems in their community they want to learn more about. They work to investigate these problems and collaborate to discover solutions. Authentic learning is enhanced as group leaders encourage creative and critical thinking. A positive atmosphere is created when ideas are generated freely, criticism is ruled out and students are not afraid to make a mistake or try something new. Learning becomes fun.

It is empowering for young people to know that what they are doing is important and that others want to make a difference too.

Photograph Above: Monita and three of her students sell bookmarks to raise money for endangered wolves. Each bookmark was designed by Roots & Shoots members and sold for 25 cents. A great animal fundraising project in action!



Caitlin Alegre,

Roots & Shoots member since 1994, National Youth Leadership Council Member

“Determined” doesn’t even begin to describe Caitlin Alegre. She has been active on behalf of the environment, animals and the human community for over 10 years. Currently a college student, Caitlin has always been a passionate advocate for animal rights, having led protests against such organizations as Proctor & Gamble for their use of animal testing with their products. In recent years, her efforts have expanded to include refugees and international human rights. In 2004-2005, Caitlin led a fundraising and awareness campaign, “Project CAER,” that focused on the global refugee crisis. CAER stands for “Compassion, Awareness, and Empathy for Refugees.” This campaign yielded \$2,800 in donations, which went to assist the refugees in the Lugufu

Camp near Kigoma, Tanzania. Caitlin’s creative approach to raising awareness has included multimedia presentations, film projects and even her own all-girl environmental band, the “Enviro Chicks.”

For Caitlin, Roots & Shoots “awakens the minds and hearts of young people, and encourages them to take an active role in saving Mother Earth. Through Roots & Shoots, Dr. Goodall is passing the torch to this generation and offering concrete ways we can save this planet and its inhabitants...Yes, 40 years ago, Dr. Jane Goodall made an incredible discovery in Gombe, Africa, but it didn’t stop there...Because of Dr. Jane Goodall, I am committed to making this world a better place!”

Photograph Above: Megan Lewis, Martinique Lewis, Sydney Fleming, Keiko Hamano and Caitlin Alegre, make up the band: the “Enviro Chicks.” Together, they write and perform music with powerful, positive messages on current issues. After a recent concert at the Kinship for All Life conference in San Francisco, the group met famous actor and comedian, Robin Williams. The group pledged to donate 50% of their profits to the Jane Goodall Institute and Roots & Shoots.

grassroots spirit

“What’s there to do? Look around you. What’s there to do? There’s a lonely person next to you to touch. There’s a hassled saleslady that needs you to tell her that she’s great. What’s there to do? It isn’t monumental. It’s teeny little things that make the difference. Small things, side, by side, by side.”

— Leo Buscaglia



The Cute Coots Roots & Shoots Group, of Vineyard Haven, Massachusetts, helped to clean up their local wetland habitat. They also studied the sand and the different plants and animals living there.

The philosophy behind Roots & Shoots is that “every individual matters, every individual has a role to play, every individual makes a difference.” Roots & Shoots groups are committed to making a positive impact in the world by showing respect for living things and the environment we all share. Through service learning and community service projects, our groups around the world express their care and concern for the environment, animals and the human community.

The Roots & Shoots philosophy is meant to become a part of our lives and extend beyond our group participation in service projects. As individuals we affect the other living things around us — human and nonhuman — every day. Through an increased awareness of how our actions affect the environment, we will be more likely to

respect the other beings around us. We can all start by showing care and concern for the people and animals we interact with everyday — our parents, siblings, children, neighbors and pets. We can work to become more patient when speaking to others and more tolerant of those who differ from us.

taking time to smell the flowers

Developing Environmental Awareness and Appreciation



Roots & Shoots is about taking positive **action** in the world on behalf of the environment, animals and the human community. “Action” is the key word, but taking a time-out in our busy schedules can be just as important. Slowing down occasionally will not only help us appreciate the natural world we are working to save, it will also help us renew our commitment to making the world a better place.

Have you ever stopped to consider how busy our lives have become? Our days are spent working, studying, finishing household chores, sitting in traffic jams, running errands, solving problems, watching television, waiting in line...the list goes on!

Sometimes the pace of our lives limits our ability to live gently on the earth. We simply don't have time to rinse cans for the recycling bin or drive the extra miles for organic vegetables. Unfortunately, a busy life can also hinder our capacity to enjoy our environment. If we are racing through our lives, we won't be able to appreciate fully the beauty of the natural world, nor can we enjoy the company of the people and animals around us.

Environmental awareness is no doubt a large part of what has led you to join Roots & Shoots. Still, most of us could benefit from slowing down occasionally to enjoy nature. There is no better way to keep your group motivated!

The following are some simple and meaningful ways to connect with the environment around you:

Rising early

Try getting up a little earlier each morning so that you don't have to start your day on the run. Enjoy your breakfast sitting down rather than on the way out the door! If you are yawning at the thought of getting up early, try it for a week. See if slowing down in the morning can set a more relaxed pace for the day.

Animal observation

Ever get lost in wonder watching a butterfly emerge from its cocoon? Or spend hours listening to the birds in your backyard? Observing an animal, whether it is wild or domestic, can help us appreciate the diversity of life on our planet as well as the uniqueness of each individual. No need to take notes here (unless you want to) — just observe the incredible and unique behaviors of the animals around you.

Zero-energy day

Choose an evening or an entire day to reduce your energy consumption to zero! Rather than taking the car to the store, walk or take your bicycle. Turn off the television and pick up a favorite book. Turn off the lights and light some candles (remember to never leave your candles unsupervised). Curl up on a couch with family (including pets!) and friends to share some stories. A zero-energy day is a great way to slow down and enjoy the people and animals around us...it's also good for the environment!

Nature retreat

Plan a day, weekend or week to spend time in nature. Whether your retreat is a picnic or a camping trip, plan some quiet activities that help you appreciate the natural world. Canoeing, hiking and bird watching are some great ways to develop your environmental awareness. A retreat can be a great way to connect with your Roots & Shoots group and brainstorm new ideas.

Photograph Above: A San Miguel Island Fox, subspecies of the Channel Island Fox, which is very near extinction. The S.O.S. (Save Our Species) Roots & Shoots group of Ventura, California is focusing all of their efforts on raising awareness for these amazing animals. Reason for hope: two litters of foxes were born in captivity on San Miguel Island in 2001.



Quiet time

Set aside some time each day or each week to enjoy silence. Alarm clocks, car horns, sirens, radio announcers, airplanes, and television — each day we are exposed to so much noise that we can forget what silence is! Turn off the television and radio, unplug the phone and enjoy some quiet time. Regularly taking some time for silence can be relaxing and invigorating. This is a great experience to share with your family.

Stargazing

After the sun sets, grab some big blankets and head out under the stars — whether to a local park or your own backyard. Looking at the stars can help us remember that we are part of a vast universe. Think about all the different kinds of living beings with whom we share our planet. (Make sure you choose a safe place for your stargazing.)

There are many simple ways to develop environmental awareness and appreciation — spending time outside each day, watching less television and sharing quiet time with your family are just a few. Remember that “environment” refers to all the living things that surround us, whether we live in a city or out in the country. Our actions inescapably affect our environment. By slowing down occasionally, we can become more aware of our actions and their effect on the environment. This can help us in our quest to make the world a better place. Remember to appreciate the beauty of all living things as well. Spend time enjoying the environment we are all working to save as Roots & Shoots members!

We’d love to hear your ideas about environmental awareness and appreciation. Please send them to us so we can continue building our resources. We may include your ideas in our next manual or newsletter, or on our website.

Photograph Above: 1999 Roots & Shoots College Summit participants canoe and explore a local river near Edgewater, Maryland.



meet our staff

Roots & Shoots is a network of committed people that is growing every day. Of course, the network would never survive without the hard work and dedication of staff, interns, and volunteers throughout North America.

In the U.S., Roots & Shoots has grown from one office and a full-time staff of two in 1999 to four offices and nine staff members in 2005. Our regional office in Boston serves groups in the New England states – Maine, Vermont, New Hampshire, Massachusetts, Connecticut and Rhode Island. In partnership with the Bramble Park Zoo in Watertown, South Dakota, our Northern Great Plains office supports groups in North Dakota, South Dakota and Nebraska. Finally, our Berkeley office services groups all across California.

In Canada, R&S has its national office in Montreal,

Quebec and a regional office in Guelph, Ontario.

R&S-USA Staff

Jeanne McCarty, Vice President and Director
 Dr. Rick Asselta, University Programs Coordinator
 Hans Cole, Director of Outreach and Leadership
 Jennifer Gresham, New England Regional Manager
 Bobbie Guse, Northern Great Plains Regional Coordinator
 Jordan Lönegren, California Regional Coordinator
 Sara Montag, Special Projects Coordinator
 Megan Nelson, International Program Advisor
 Elan Wang, Membership Manager

R&S-Canada Staff

Monica Guzkowska, Coordinator of Youth Programming
 Valérie Girard, Outreach and Communications Coordinator
 Michèle Martin, Ontario Regional Coordinator

Photograph Above: The first ever Roots & Shoots Mentor Gathering on Whidbey Island, Washington, February 2000. This dedicated group of volunteers and staff has helped Roots & Shoots grow throughout North America. (From the back row, left to right: Marc Bekoff, Chitcus, Ted Hicks, Karen Weddle, Paul Kase, Maureen Marshall, Mary Lewis, Colleen Carter. Middle row: Jeanne McCarty, Hans Cole, Tim O'Halloran, Jane Goodall, Mr. H, Lois Blanks, Pam O'Halloran, George Blanks. In front: Rick Asselta.)

getting started

“

I am, indeed, a practical dreamer.

My dreams are not airy nothings. I want to convert my dreams into realities as far as possible.

— Gandhi”



Joyce Kim, a member of William and Mary College Roots & Shoots, guides a young girl on a “Blind Hike”. Participants are paired together and allowed to lead each other through a sensory exploration of a local habitat. Sometimes the best activities for a first meeting are outdoor games, hikes and trust building exercises like this one.

You have made the decision to join Roots & Shoots and make a positive difference in the world. What is the next step? This section explains the process of membership and gives suggestions for building a group. If you have not yet registered as an official Roots & Shoots group, or if you would like to offer a membership to a friend, you can use the registration form at the end of this section.



leading a roots & shoots group

We recommend that each group have an adult group leader. Depending on the age of group members, the group leader may play a very active role, or he or she may only offer advice and help when needed. Either way, an adult group leader should understand his or her role in the group.

Members should feel a strong sense of ownership and responsibility for the group. Not only should members attend meetings and help with projects, but they should also help make important decisions by electing officers, selecting projects and planning the agenda for meetings. The group leader plays a crucial role in facilitating this process, offering suggestions and encouraging members to make decisions for themselves. The group leader should ensure that every member is included in group decisions and project work.

Leading and facilitating a group can involve a significant amount of work.

If your group needs additional assistance, consider asking one of the following:

Teachers

Teachers are the most common group leaders. Remember that teachers often have busy schedules, and it is important to explain to teachers how Roots & Shoots will help them meet their curricular goals. Showing them this manual will help convince them.

Parents

Family members are the second most common type of leader. Have all of your group members ask their parents or other family members if they can help.

Another group leader you know

Leaders of other youth groups can become Roots & Shoots group leaders. For example, there may be leaders in your local church youth groups or Scout troops who are willing to help.

Photograph Above: Coming together for a purpose and working as a team can help your group grow strong. These Roots & Shoots members from SUNY Cortland worked together on a Habitat for Humanity project. Connecting with an established service organization like Habitat can make your first project meetings easier to plan. You can even use such meetings to recruit new members.

group building

For some groups, building membership can be quite easy. For example, many teachers automatically include their entire class in the group. However, we encourage all groups to seek out new members. Only by reaching other concerned individuals will the network grow. Here are a few group-building tips for both leaders and members:

Ask around

Talk to friends, family, classmates, youth groups, church groups, scout troops...talk to the people on your block, at your school or on your summer soccer team. First, ask those people you can count on — then, with strength in numbers, invite others.

Advertise

Put up posters in your school, publish an announcement in your community newsletter (often schools and churches will have a newsletter) or set up an information table at your school.

Join forces

Many groups begin as an offshoot of another club or organization — or an entire club might decide to register as a Roots & Shoots group so that they can become part of our global network. Here is a list of clubs with similar goals:

- Environmental club
- Faith community youth group
- Outdoor/adventure club
- Science club
- Boy/Girl Scout troop
- 4-H chapter
- Zoo docent/volunteer group
- Community service club

“A leader creates space that empowers others, inspires others, makes conscious that which is unconscious in others.”

—author unknown



Hold a fun kickoff event

Have a fun first meeting to recruit new members. Plan an outdoor community service event with a picnic afterwards or hold a first meeting with food and refreshments. Show the community that Roots & Shoots members have fun while making the world a better place.

Start small

Many groups begin with just one or two dedicated members. Remember that Dr. Jane has accomplished a lot as an individual. Once the community notices the amazing difference that one individual can make, others will be eager to help.

Photograph Above: Members of Cornell University Roots & Shoots gather around Dr. Jane and Mr. H.



registration form

Type of membership: ☐ new ☐ gift ☐ renewal

Official Group Name _____

Leader's Name _____

Mailing Address _____

City _____ State _____ Zip _____

County _____ Country _____

Phone _____

Email _____

Secondary Summer Address (If different than above)

Mailing Address _____

City _____ State _____ Zip _____

County _____ Country _____

The following information allows us to keep accurate member data and helps us to develop new materials:

Group affiliation:

Classroom

Club

☐ Pre-K/Daycare

☐ After-School Club

☐ Elementary

☐ Nature Center/Zoo/Museum

☐ Middle School

☐ Family

☐ High School

☐ Home School

☐ College/University

☐ Community Group

Number of Group Members _____ Age Range of Members _____

We do not share your contact information with other organizations. However, we do share information among R&S groups to promote networking and exchange.

☐ Please do not share my name or contact information with other members of R&S.

Please charge my \$35 membership fee (\$45 for groups outside the US) to:

Credit Card Number _____

Expiration Date _____

Checks should be made payable to the Jane Goodall Institute.

Mail completed form to: the Jane Goodall Institute, 8700 Georgia Avenue, Suite 500 Silver Spring, MD 20910

roots&shoots

the Jane Goodall Institute

In this section:
Your First Meeting
Electing Officers and Creating Committees
Establishing Group Goals

group meetings

“Each time a person stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, they are sending forth a tiny ripple of hope...and crossing each other from a million different centers of energy and daring, these ripples build a current which can sweep down the mightiest walls of oppression and injustice.”

— Robert F. Kennedy



Roots & Shoots members from the International School in Beijing, China participate in the first ever Chinese Roots & Shoots Jamboree. These students are creating an educational board game on health issues that are of concern to people in rural China.

Roots & Shoots groups meet on a regular basis to discuss projects, share ideas and celebrate their successes. We recommend that you meet at least once a month. Your first meeting is very important; this is the time to set goals for the group, elect leaders and discuss what issues face the environment, animals and the human community in your area.

This section of the manual offers suggestions on these topics. Remember: they are **only** suggestions. Your group can decide for itself how it wants to make decisions and plan projects. The most important thing is that you meet regularly and provide an opportunity for all of your members to take part in the planning process.



your first meeting

Most important for your first meeting is to get to know one another and to discuss what it means to be a Roots & Shoots group. Keep it fun and informative so that your members will be eager to come to the next meeting.

Welcome everyone as new members. It is important to allow everyone in the group to introduce themselves and to say why they are interested in Roots & Shoots (for books with icebreaker games, see the Resource Bibliography at the end of the manual).

Describe the mission, goals and history of Roots & Shoots. After the first meeting, all members should be able to answer these questions:

- What is Roots & Shoots?
- What will the group do at regular meetings?
- What types of projects do groups initiate?
- How did Roots & Shoots begin?

Here are some suggestions to accomplish this:

- Show the Roots & Shoots video, *A Chance to Make a Difference*, to discover more about Roots & Shoots.

- View Lessons for Hope at www.lessonsforhope.org where you can find a web-based curriculum for high school students combining community service, service learning and environmental education into interactive activities.
- Sign group members up for our weekly listserv bulletin by e-mailing roots-shoots@janegoodall.org with their e-mail addresses.
- Invite someone from your area who is involved in Roots & Shoots to be a guest speaker.

If possible, your group can attend a lecture by Dr. Jane Goodall. To get details about her upcoming lecture schedule, please visit the JGI website at www.janegoodall.org. For events in Canada, visit www.janegoodall.ca.

If your group is large and you would like to divide some of the tasks among members, you can elect officers or create committees. Groups with older members will often use this model to help structure their activities and accomplish more. Younger groups need not use this model (particularly those of the pre-K to early elementary levels).

Photograph Above: Your meetings can take many different forms — in this photo, Northern Light School members visit the Oakland Zoo to observe the chimpanzees. Meetings can involve project planning, project work, fieldtrips, and celebrations. It's up to your group to decide how and when to include ALL of these components.

electing officers and creating committees

Models for Leadership

1. Elect officers to be responsible for various roles in the group:

President

Calls meetings to order and helps them run smoothly; organizes projects or ensures that the work is done; helps guide the club's plan of action; acts as a representative to other clubs, school officials and parent organizations; and maintains contact with members

Vice president

Assists the president with leading the meetings and projects and fills in when the president is unavailable

Treasurer

Works with the adult leader to maintain group finances, open and manage a group bank account, organize fundraising events and communicate with the group on budget matters

Scribe

Keeps track of the group's activities; takes notes or minutes at each meeting and files them; submits regular activity reports; and compiles all photographs, articles and other materials documenting group projects in a portfolio that can be submitted for the Certificate of Recognition program (see **Keeping Track**)

2. Divide the group into committees so that every group member has a specialized role:

Membership committee

Keeps track of current member contact information, takes attendance at meetings, leads the effort to recruit new members and gathers information for and prints membership cards

Fundraising committee

Assists the treasurer in organizing and planning fundraisers and makes promotional fliers and other advertisements about fundraising events

Field trip committee

Plans and organizes field trips (Field trips can be related to project work or can simply celebrate the group's success).

Project committee

Organizes and coordinates the details of and logistics for group projects

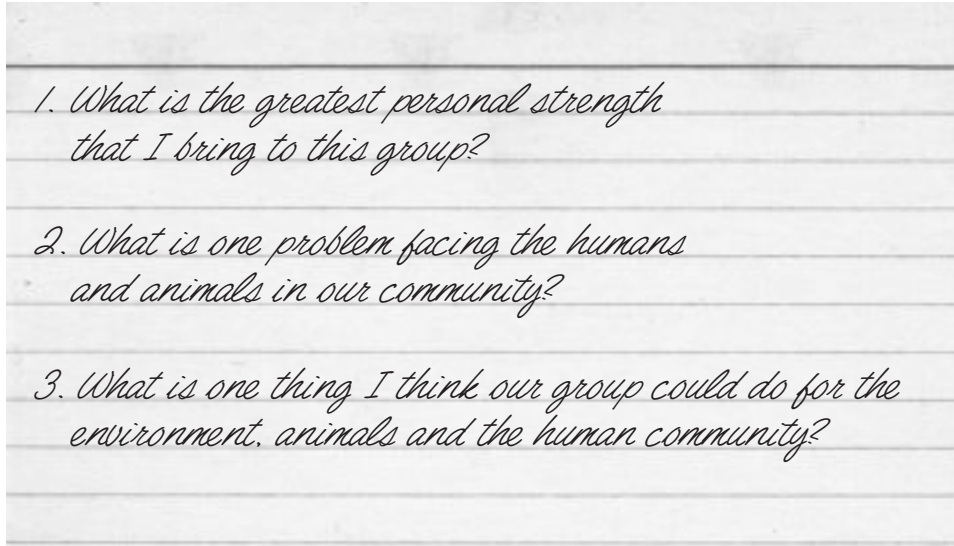


Leader Tip

Officers and committees can change at a predetermined date so that all group members have the chance to participate in different aspects of the program.

Roots & Shoots groups do not need to follow the formal structure suggested by the two models above. Smaller groups and groups with younger members may find that they do not require this kind of structure to be effective.

establishing group goals



Give each group member a 3x5 index card. Ask each member to write his or her answers to these questions on the front of the card.

A good exercise for your first meeting is to establish group goals. Read the program goals listed in **Program Overview**. Your group goals may be similar to these but more specific. Some questions to think about might include: How many projects does the group want to complete by the end of the year? How many new group members would the current group like to recruit? Would the group like to raise a certain amount of money to help support the projects?

Activity Suggestion

Give the group about 20 minutes to work through the questions above. Have each member read their card aloud to the group. Make a list of the group's ideas, and, from the list, choose the most important goals.

Goals can change as the group goes through the brainstorming process, but it is **always** a good idea to keep a written record of the goals.



Leader Tip

To make sure that everyone is included in the discussion, you might want to begin by having group members pair up to share their ideas with just one partner. Together they can present a united vision to the rest of the group. You can post your group goals and the Roots & Shoots mission statement in your group's regular meeting place.

Keep a copy of the goals. Thinking about your group goals will help you remember the big picture — we're all working together to help the environment, animals and human communities.

In this section:

Taking the Pulse of Your Community
Community Survey
Interviewing Community Leaders and Elders
Blending Science and Service
Choosing a Project: Brainstorming Techniques
Project Planning Checklist

project planning

“We must use time creatively...and forever realize that the time is always ripe to do right.”

— Martin Luther King, Jr.

Service-learning projects are at the heart of the Roots & Shoots program. Although the details and planning required for particular projects will vary, there are some common issues that all groups must address.

As you start planning projects, you may find it helpful to think of the process following this framework: Knowledge leads to Compassion, which then inspires Action.



Members at the 1999 Roots & Shoots North American Youth Summit plant trees to prevent erosion at the Fauna Foundation.

Knowledge is the base upon which everything else rests. If you want to make a difference, you must always strive for accurate information. Simple initiatives, such as a community survey, can be instrumental in acquiring the accurate information needed to plan your projects. Not only will a high level of community knowledge gain you the respect of other community members, it will help you make informed decisions throughout your entire project.

Compassion is what guides the focus of your project. It is important that you have compassion for other living beings around you — human and non-human alike. Our hearts can help drive the planning process to the best, most necessary projects.

Action is the end result of all your planning. It is grounded in knowledge, driven by compassion and it requires hard work. Your actions will speak loudly in the community — use your voice well!

taking the pulse of your community



Community Survey

Dr. Jane's approach to research provides a perfect model for the path from Knowledge to Compassion to Action. She spent decades observing the behavior of chimpanzees in Tanzania. Her vast knowledge, incredible patience and volumes of notes helped earn her the respect of the scientific community and the whole world — even though many thought she was too young and inexperienced when she first started.

From her years living with the chimpanzees of Gombe, she developed a strong sense of compassion. They were like family to her, and she could not continue living in the forests when chimp populations and habitats were being destroyed throughout Africa. Compassion led her to take action.

Dr. Jane's actions are now well known around the world. She travels over 300 days a year — from Africa, to Europe, Asia, North America and beyond. She gives public speeches, answers questions, gives news and

radio interviews, inspires young people, writes books, and generally gets very little rest. But, with her compassion and her years of learning about the chimps to guide her, she is making a huge difference.

The following Community Survey is a tool that your group can use to start on this path. It depends on observation, asking questions and doing a little legwork.

You need: Copies of this survey for the entire group, pencils, clipboards and at least one hour

Starting out: Depending on the size of your group, you can complete the survey together or create small teams and divide the questions among them. You can answer some of the questions indoors, but we recommend that you take a walk through your community. If you have trouble answering a question, find a local official or a knowledgeable resident who can help.

Take your time. The point is to learn as much as you can. The Community Survey will assist you in evaluating many of the issues that relate to where you live.

Photograph Above: Roots & Shoots members at the 1999 North American Youth Summit participate in an eco-mapping exercise, similar to the Community Survey in this section. Hiking on the slopes of Mont St. Hilaire, near Montreal, the group sketched animals, plants and other natural phenomena on a topographic map of the area. The final result was a map with contributions from all Summit participants and a much greater awareness of the local environment.



community survey questions

*Use additional sheets of paper to answer as many of these questions as possible.
Remember to look for possible project ideas as you go. This form is also available online at
www.lessonsforhope.org/student/Unit3/kn_comm_eval.asp*

Water, Land, Air

1. What are the major waterways (streams, rivers, lakes, ocean) that pass through or have a connection to your community?
2. Rate your waterways using this scale (this can be based on visual observation of the waterway or on more detailed water-quality tests):
1...2...3...4...5...6...7...8...9...10
very polluted/ crystal
floating trash clear
3. Where does your drinking water come from? (Hint: If you have trouble finding the answer to this question, ask your city's Public Works department.)
4. Are there any sources of human pollution along your waterways? What type?
5. Where do your storm drains empty?
6. What are the major types of rock in your area? Is the soil sandy, rocky or full of organic material?
7. What are the predominant landforms in your area (mountains, hills, plains)?
8. Are there any sources of soil pollution in your area?
9. Is there a litter problem in your community (do you see trash in the streets, gutters or roadsides)?
10. Have you noticed air pollution in your area? Does the air ever appear hazy or do you have trouble breathing? Do you notice any strange smells in the air from unnatural sources?

Plants

1. What are the common plants growing in your area? (You can make a leaf collection or sketch different plants in your journal, or find a plant guide for your area to look up unfamiliar species.)
2. Are the plants affected at all by human or animal activity? How? Is the effect positive or negative?
3. Are there non-native species of plants that humans have brought to your community? Are these plants helping or harming your local environment?
4. Are there any rare, threatened or endangered plant species living in your area? (You may need to research this question at the local library, by calling a biology professor at a nearby university or by looking on the Internet, at <http://endangered.fws.gov>, or www.rb.gc.ca/cbcn/plants1.html in Canada.).

Human Community

1. What do you like most about living in your community?
2. What do you like least?
3. What, in your opinion, are the top 10 problems for the people in your community?
4. Do any of these problems concern the relationship between humans and nature? If not, are there any major problems with the interactions between humans and the plants, animals and environment in your community?
5. What are your biggest hopes for your community?
6. Are there any groups of people in your community who have a difficult time living? What are some of the reasons for these difficulties?

Animals

1. What are the common animals found in your neighborhood? (Make separate lists for birds, reptiles, insects, amphibians, mammals and fish. Sketch your favorite animals in a notebook.) Even if you live in a city, there are hundreds of animals living near your home...look for small mammals, birds and insects.
2. How do the animals and humans in your community interact? Is the interaction positive or negative? In what way?
3. Do you have animals living with you at home? What kinds? Are they pets or are they involved in a family business (farming)?
4. Are there any rare, threatened or endangered animal species living in your community? (You may need to research this question at the local library, by calling a biology professor at a nearby university or by looking on the Internet, at <http://endangered.fws.gov>, or www.animalsindanger.com/animals_canada.html).
5. Is there a high or low diversity of animal species in your area? (Diversity is the number of different kinds of species living in one place.)

Synthesis: Bringing it Together

1. Based on all of this information, what do you think are the five most important issues facing the environment, animals and humans in your community?
2. Can you trace the sources of these problems? What are they and why are they occurring? Are the problems caused by the pursuit of a specific goal — for example, satisfying basic needs or generating income — or do they arise from lack of information or communication?
3. As Roots & Shoots members and community members, what is your connection to these problems?
4. How aware are people of these problems? Are they recognized as problems in the community or school? Are people concerned?
5. What are the biggest consequences of these problems?
6. Can you think of any solutions to these problems? If so, why aren't these solutions being implemented now?
7. What resources would you need (equipment, funding, information, transportation, time) to carry out some of these solutions?
8. If you propose a solution, how would it benefit the community? Are there community members who might not agree with this solution? If so, could you work out a compromise?

Community Interviews

Before the invention of written language, much of the history and information in a community was passed down through an oral tradition. The elders were important sources of information—often the only sources on issues such as past success with various crops, the history of the area's climate and the history and achievements of the community. Although we have libraries and the Internet to help us answer many of these questions today, we still can learn a great deal from older community leaders.

We recommend that your group members make an effort to interview several elders and community leaders as part of your community assessment. These people can be:

- Teachers
- Business leaders
- Farmers
- Retired elders
- Politicians
- Family members
- Long-time residents

Interview those elders who might have valuable input on your projects. Make sure the group member(s) designated to lead the interview prepares questions ahead of time.

On the following page is a form to help your group prepare for a telephone or face-to-face interview.



interviewing community leaders and elders

Introduce yourself and your Roots & Shoots group.

“Hello. May I please speak to _____?”

“My name is _____ and I’m from _____.”

Once you have the correct person on the phone, make sure he or she knows your name and that you are calling on behalf of your Roots & Shoots group. You may want to begin by describing Roots & Shoots.

For example

“I am calling on behalf of my Roots & Shoots group. Our group has _____ members in _____ grade. The purpose of the group is to plan and organize service projects showing care and concern for the environment, animals and the human community.”

If the person seems interested, you can tell him or her that Dr. Jane Goodall started the Roots & Shoots program in Africa in 1991 and that since then it has spread to more than 90 different countries around the world.

Ask the person politely if they have time to answer a few questions about the community or on a particular subject. If they say yes, move on to your project purpose and questions. If they say no, politely ask if there is a better time to call.

Project Purpose

In the space below, describe what you want to say about your project or write down the questions you would like to ask (use another sheet of paper if needed):

Be sure to have a pen and paper ready to take notes. In addition, some people don’t mind being audiotaped, and your school may have a tape recorder that your group can borrow.

At the end of the interview, thank the person for his or her time. You may want to give them a flyer on Roots & Shoots or a copy of any materials your group has produced. Let the person know that they have helped make a difference in your community service projects. It is very important to send a thank-you note, and you may want to include a project update.

blending science and service

It may be helpful for your group to use the scientific method while researching your community or implementing your projects. The scientific method is composed of the following basic elements:

Observation

Observation is the cornerstone of all science and informed action. It could be visual observation, listening, counting, measuring, estimating or describing the world around you. Dr. Jane's example is one of the best. She and her team of scientists at Gombe observed the chimps there for over 40 years, taking detailed notes and sketches of their behavior. Dr. Jane lived near them, watched them in many different situations and got to know them as individuals. Good observation requires an awareness of what is around you and of your place in the environment.

Hypothesis

Once scientists have made preliminary observations, they often begin making educated guesses as to why things are the way they are. For instance, if Dr. Jane observed a chimp often eating bananas, she might hypothesize that bananas are one of that chimp's favorite foods. This is still a guess or an interpretation, but it is one that is based on real-world observation.

Experimentation

If you want to see if your hypotheses are correct, you can test them with an experiment. One type is simply an observational experiment. If Dr. Jane makes more observations of the banana-eating chimp and notices that he/she always chooses bananas over other food when they are available, she can probably assume that the chimp prefers bananas to almost any other food. In such an observational experiment, you are testing your guesses by collecting more information and ruling out other explanations.

Conclusions

These are well-supported assumptions that the scientist makes about the world, based on observation and experimentation. They may still be incorrect and another scientist may come along to disprove the assumptions, but at the time the scientist makes his or her conclusions, they are solid enough to withstand argument.

Once the scientist has reached some conclusions, the whole process begins again. Your Roots & Shoots group can use a similar process to analyze your community and the factors affecting the environment, animals and humans.

Here is an example:

Your group **observes** a number of stray dogs and cats in your neighborhood, and you **hypothesize** that their owners are abandoning them.

If you prove through an **observational experiment** that the presence of so many stray dogs and cats in the community is a direct result of them being abandoned (i.e., you actually see people dropping their pets off on the street), you can begin to think of solutions to this **conclusion**.

Perhaps your Roots & Shoots group could:

- educate the public about the difficult lives stray pets lead,
- educate the public about spaying and neutering to cut down on unwanted litters,
- educate the public about the local animal shelters and humane society or
- adopt a stray dog or cat and care for it.

By gathering information about the community first, you are able to develop informed solutions to problems. And, by using the scientific method, you are following in Dr. Jane's footsteps: blending science and community service.

If you have completed the Community Survey, interviewed community leaders and used the scientific method, you may already have a project idea. If so, go directly to the Project Planning Checklist.

If you are still thinking through several ideas, or if you need a creative boost, the next section will help.

Coming up with new project ideas can often be the most energizing and fulfilling part of your meetings; it can also be the most challenging. Brainstorming can help you get through these challenges.



Remember

Projects are like running water; you'll never control them completely. But with good planning, you can help guide them to the places you want them to go.

choosing a project: brainstorming techniques



The Basic Brainstorm

You need: Large pieces of paper or a blackboard, markers, chalk, a record keeper and at least 20 to 30 minutes

The rules: There are no bad ideas; just get them all on paper. Don't pause to discuss the ideas; if you slow down, use the questions below to jump-start your brainstorm. Once you have at least 15 project ideas, stop and review the list.

Starting out: Divide your writing space into 3 areas:

- Care and Concern for the Environment
- Care and Concern for Animals
- Care and Concern for the Human Community

Remind the group that these are the three Roots & Shoots themes. All projects should fall into at least one of these categories.

Also remind the group that projects can be big or small, short or long term. This is just a brainstorm, and the best ideas will be sorted out later for further discussion and development. As you write down the group's ideas, it is helpful to place them in the categories of environment, animals and human community.

Warm up by asking a few open-ended questions. Remember, you are the experts on your local community.

Here are some examples:

- What do you like about the community?
- What would you like to see changed?
- How are animals being affected by the human presence in the community?
- How are plants being affected by your presence?
- How is the environment as a whole affected?
- What are the most important human community issues that affect the way you live and the way you interact with the environment?
- Are there issues that you are personally committed to already?
- Finally, are there things you can do to change any problems that you see?

Once your brainstorm is complete, discuss the different project ideas. If you agree on which projects to do first, that's great. If there are disagreements, you may want to vote on the projects or discuss what resources it will take to accomplish them. Given a choice between a project that doesn't require much funding and one that does, you may want to start with the less costly idea (at least until the group raises some money).

Photograph Above: Four members of the Roots & Shoots Eagles at Buddy Taylor Middle School in Bunnell, Florida helped maintain the school's butterfly garden. The overall goal was to beautify the school location while providing butterfly habitat.



Here are some other creative ways to run a brainstorm session:

Personal brainstorming

Give all group members time to write their ideas in their journal or on a separate piece of paper. The guidelines of the group brainstorm still apply: don't stop to go in depth, there are no bad ideas, write down everything that comes to mind. Once individuals have completed a full page of ideas, come together as a group to discuss and narrow them down.

Popcorn brainstorming

Bring the group together in a circle. Give each group member a small piece of paper. Tell each member to write an important issue facing the community on one side and a solution on the reverse. Ask everyone to

crumple up his or her paper and throw it into the middle of the circle. Each group member then takes one crumpled paper (they look like pieces of popcorn) and reads it aloud to the group.

Graffiti brainstorming

Take large sheets of butcher paper or poster board and tape them to the walls of your meeting place. On each piece of paper, put a question at the top, such as "What is one problem you see facing the environment, animals and your human community today?" You can use any of the questions listed above in Brainstorming 101 (a total of four to six different questions or sheets works well). Give each member of the group a marker and ask everyone to move around the room, writing answers to the various questions. After about 20 to 30 minutes, reconvene the group and examine each sheet of paper.

Photograph Above: Members of San Fernando Roots & Shoots collected used bicycles, repaired them, and then donated them to local children. Four members of the group traveled to New Mexico to donate some of the bikes to a Navajo community.



project planning checklist

The following checklist will help you keep track of important planning details. The checklist should be kept with your other group records. If you have a group scribe, he or she should be responsible for keeping this information up to date.

☐ Describe project:

☐ Create your materials list:

☐ Establish project goals.

☐ Elect project leaders.
(project coordinator, fundraiser, etc.).

☐ Choose project location:

- ☐ Location is safe
(ask adult or community leaders
if the group is unsure).
- ☐ Transportation to the site is available.
- ☐ Group members' parents are
notified of site location.
- ☐ Permission sought from property
owner or local government.

☐ Complete project timeline:

- ☐ Group agrees it can accomplish
the project in allotted time.
- ☐ First work date selected.
- ☐ Calendar of future dates established.

☐ Estimate project costs:

Equipment/ Supplies: \$ _____
Transportation: \$ _____
Food: \$ _____
TOTAL: \$ _____

☐ Plan fundraisers:
(list options below; see "Fundraising Ideas", p. 47).

☐ **Divide work into committees.**

Committee 1

Name: _____

Members: _____

Responsibilities: _____

Committee 2

Name: _____

Members: _____

Responsibilities: _____

Committee 3

Name: _____

Members: _____

Responsibilities: _____

Committee 4

Name: _____

Members: _____

Responsibilities: _____

Other notes: _____

☐ Take action and evaluate.

☐ Celebrate your success!

Notes: _____

(use additional sheets if necessary)

keeping track

“*A mind that is stretched by a new experience can never go back to its old dimensions.*” — Oliver Wendell Holmes

Once you hold your first group meeting and project planning session, you should start keeping track of your group's activity. Complete an Activity Report form for each of your projects and submit your reports at the completion of your activity to your designated Roots & Shoots office. If you meet all of the criteria, you can also apply for a Certificate of Recognition signed by Dr. Jane. The key to keeping track is starting early, so get your journals, cameras and video recorders ready! We recommend that you keep

all of your meeting minutes along with any articles, photos or important group documents in one place for safekeeping.



St. Mary's International School in Tokyo, Japan celebrated Earth Week by creating posters on various topics: Recycling, Save the Animals, Save the Earth, and Save the Humpback Whales. Many of our groups create project displays and posters to keep track of their work or highlight certain issues.



activity report

This form is also available at www.rootsandshoots.org/member-tools/activity-report.asp

Contact Information

Official Group Name: _____

Name: _____ Phone: _____

Address: _____

City: _____ Zip Code: _____

County (US Residents) _____

Country: _____

E-mail: _____

Is this a new address? ☐ YES ☐ NO

Project Title: _____

Location: _____

Partners: _____

Date: _____

Our project showed care and concern for:

☐ Environment ☐ Animals ☐ Human Community

How many people participated in the project? _____ How many hours did each participant work? _____

What Roots & Shoots resources did you use for this project (if any)? ☐ Lessons for Hope
☐ R&S Newsletter ☐ R&S Website ☐ R&S eNewsletter ☐ Coordinator's Manual

☐ Other _____

Description (*Activity Report cont'd*)

Please use this space to describe your group's activity. We appreciate any details and numbers that you can give us. Example: Our group collected 100 pounds of canned food in two weeks. Also, please tell us why this project was inspiring. (Feel free to include additional pages).

*We appreciate photos, artwork, newspaper clippings, videos, project samples, etc.

Photo/Media Release

The Jane Goodall Institute periodically uses images of Roots & Shoots members for local, regional and national publicity. By my/our signature(s) below, I (print names of parents/legal guardians for all youth pictured) _____ do hereby authorize the Jane Goodall Institute, Roots & Shoots staff and affiliates to use, in perpetuity, the photo or video material submitted with this Activity Report for publicity purposes. (In case of large group photos, the group leader's signature is sufficient).

Signed (include signatures of parents/legal guardians for all youth pictured)

SIGNED

SIGNED

DATE

Please e-mail or send your activity report to:

Groups in CA

Roots & Shoots, 1840 Alcatraz Avenue, Suite A2, Berkeley, CA 94703, rootsnshoots@janegoodall.org

Groups in ND, SD, NE

Roots & Shoots, Bramble Park Zoo, P.O. Box 910, Watertown, SD 57201, bguse@janegoodall.org

Groups in VT, NH, MA, CT, RI, ME

Roots & Shoots, 1 Franklin Park Rd., Boston, MA 02121, jgresham@janegoodall.org

All Other Groups

(until September 1, 2005) 8700 Georgia Avenue, Suite 500, Silver Spring, MD 20910, roots-shoots@janegoodall.org
(after September 1, 2005) 4245 N. Fairfax Dr., 6th Floor, Arlington, VA 22203

*Please use "Activity Report" as your subject when sending through e-mail

certificate of recognition process



Each year our offices receive hundreds of Activity Reports, representing projects from around the world. In order to recognize our most active groups for their hard work, we have created the Certificate of Recognition program. If your group would like to participate, you must meet the following criteria:

- Complete service projects, that cover all three thematic areas: care and concern for the environment, care and concern for animals, and care and concern for the human community. At least one of these projects must be ongoing. This means that the project must last longer than a single day and is preferably something you return to throughout the year.
- Submit Activity Reports as soon as you have completed each project.
- Share at least one of your projects with other people in your community. Invite another Roots & Shoots group, other teachers or students, your family members or the media to view your work.
- By May 15 of each year, submit a portfolio that documents your entire year with Roots & Shoots. It can take the form of a video, scrapbook, journal or website. It must include a visual representation of your projects and activities (photos, drawings, video, slides), in addition to written material (poems, stories, letters, newspaper articles). Submit portfolios to the R&S-USA or the R&S-Canada National Office nearest you.

The certificates will be signed by Dr. Jane and mailed out in June. Only the most active groups will receive this honor, and those groups that have earned a certificate will have a greater chance of being accepted to participate in a Roots & Shoots Youth or College Summit.

We hope your group accepts the challenge this year.

Photograph Above: Students from John F. Kennedy Elementary in Junction City, Wisconsin take time to write thank-you letters to Dr. Jane. This Roots & Shoots group is coordinated by members of the University of Wisconsin - Stevens Point Roots & Shoots Club.

[illegible]

fundraising strategies

Our tools for effecting change are knowledge and understanding; persistence and hard work; love and compassion and respect for all life.

— Dr. Jane Goodall

Although you can accomplish many Roots & Shoots projects with a shoestring budget, you may eventually find that you need more funds. In this section we offer proven strategies for keeping costs down and raising small amounts of money. In addition, we give you resources on finding grants and launching larger fundraising campaigns.

Roots & Shoots was founded as a grassroots program based on the experience of Dr. Jane and many others like her, who have made a tremendous impact on the world with few financial resources. As a child, Dr. Jane made use of the world around her to feed her curiosity. When she dreamed of going to Africa, she worked hard and saved just enough money for the return boat ticket. In Tanzania, she survived on small amounts of food with only a tent and a few tools of scientific observation (binoculars, notebooks, pencils). Even today, as a famous world figure, Dr. Jane gets by on the basics: vegetarian food, a few sets of clothing and lots of good friends.



Rebecca Wortell's Roots & Shoots fundraising project involved two people — herself and her dad (three if you count her dog). Rebecca ordered chocolate bars from the Endangered Species Chocolate Company and advertised them using the poster shown here. She raised a total of \$378 for the Jane Goodall Institute.

keeping costs down



The philosophy of Roots & Shoots is that a small budget should never keep anyone from taking action. Here are some ways to keep your project costs down and your spirits up:

- When planning your projects, think through all of the costs ahead of time (use the Project Planning Checklist in the Take Action section to help with this). Try to reduce costs from the beginning.
- Examine these factors in particular:

Transportation

- Are parents, friends or relatives willing to donate their time and cars for transportation?
- Does your area have inexpensive public transportation?
- Can you walk or bike to your project area?
- Does your school have a bus or van your group can use?

Equipment

- Do group members already own particular items you need for your project?
- Can you borrow items from family members or neighbors?
- Does your school own or have access to equipment (ask the principal)?
- Are there local stores or businesses that can donate equipment?
- Does the local city or town government donate or loan equipment?

Food

- Can your group bring food, including sack lunches, from home?
- Are there local stores or businesses that will donate food for an event? Most large grocery stores have a minimum amount of food to donate each year.

Photograph Above: Bayside Middle School Roots & Shoots in San Mateo, California, held a fundraiser for JGI's Chimpanzee Guardian program. The idea was a "sticker estimation contest." Students estimated the number of stickers in a jar for 5 cents a guess (6 guesses for 25 cents). The student with the closest estimate won the jar of stickers plus 5 Sacajawea gold coins.



- Can you recycle or reuse any materials? Many groups will make this a part of their project, as it shows further care and concern for the environment. For example, one Canadian group, Gene Kim and Fang Zhang's Roots & Shoots club, created a "green guide" to Vancouver. They printed it on recycled paper and even used recycled staples to put it together.
- Can you make any of the materials or items you need for your project?
- If you do need to buy materials, shop at a discount store, warehouse store or other bulk-item businesses.
- Try to make your fundraiser friendly to the environment, animals and the human community. For example, if you sell food, you may want to consider organic vegetables and vegetarian options. If you create artwork or craft items, try to find environmentally friendly glues, dyes, paints and art materials. Remember, you are representing yourselves and Roots & Shoots to the public. Practice making environmentally sound choices in all aspects of your group work — your example can have an impact on other's decisions!
- Make sure you buy just enough to make your project without waste. Your group can avoid extra cost and help the environment by carefully measuring the amount of paper, paint, cloth, etc., you need for the project.

This is a short list, and you may find other ways of keeping your costs down while planning and implementing projects. If you do, please put this information in your next Activity Report, and we'll include your suggestions in the next edition of the manual.

On the following page is a sample letter you can use or adapt to ask a business person or city official for an equipment donation or loan.

Photograph Above: Roots & Shoots members at Hudson Middle School in Hudson, Florida create an Endangered Species Quilt. In math class they measured the area of cloth needed; in science class each student researched and drew an endangered species on a quilt square; finally, the entire group helped with the sewing. The end result was so beautiful that Dr. Jane signed it personally!

sample letter for equipment donation

Date _____

Ms. Barbara Businessperson

Title _____

Name of business _____

Street address _____

City, State/Province Zip/Postal Code _____

Dear Ms. Businessperson:

My name is _____, and I am writing on behalf of the Roots & Shoots group at _____ (name of your group, school or partner organization). Roots & Shoots is the global, environmental and humanitarian program of the Jane Goodall Institute (www.rootsandshoots.org). As Roots & Shoots members, we are trying to make a positive difference through our actions. We have begun a project to _____ (describe your project goals, schedule and methods). We hope this project helps our community become a better place for all of its citizens.

In order to complete this project, we need _____ (list equipment or materials needed). If your organization could donate or lend any of these items, we would be that much closer to putting our dream into action. If you are interested, we will keep you informed of our success with regular updates on the progress of our project.

Please contact me at _____ (your phone # or address) if you are able to help. If we don't hear from you within a week, we will contact you personally. Thank you for your time and consideration. We look forward to working with you and creating a stronger community.

Sincerely,

Your name _____

Other options for the letter:

- Have your entire group sign the letter.
- Send a history of your past project achievements. Include pictures, newspaper articles and other items. This helps others see that you are serious and have been successful with your projects in the past.
- Hand deliver the letter.
- Allow the business to use its involvement in the project as advertising. Often this kind of good publicity will convince businesses that joining your project team can be a real benefit to them.

fundraising basics

This section provides fundraising suggestions. These ideas require little preparation, have low start-up costs and were all submitted to us by Roots & Shoots groups.

Before you begin fundraising, it is important to decide who will be in charge of group finances. Does your group have a bank account? Who will have access to the money? Finding early answers to these questions helps avoid difficulties later.

Moreover, as representatives of Roots & Shoots and the Jane Goodall Institute, you must ensure that all of your fundraising activities meet these criteria:

- All funds must be used for group projects, activities and events.
- Other organizations or individuals involved in the fundraiser must have goals, missions and methods that parallel the philosophy of Roots & Shoots. If you have a question about a specific organization or situation, contact one of our offices.
- The Jane Goodall Institute and Roots & Shoots name must not be used on a bank account. Although JGI is a nonprofit organization, and therefore donations to it qualify as tax deductions, we cannot extend this privilege to our individual Roots & Shoots groups.

The Roots & Shoots program depends entirely on contributions from the public. Please consider making a gift to us to support our ability to inspire others to take positive action. Please make sure to designate your contribution to Roots & Shoots.

Fundraising Ideas

- In your school parking lot or at a local gas station, gather hoses, soap, buckets and sponges for a car wash. Advertise in local papers and at your school. Make signs to wave at passing cars on the day of the event. Plan a rain date.
- Hold a food or bake sale. Purchase food at cost from a local distributor or bring in baked goods to sell in the school cafeteria. Sales are higher when these fundraisers coincide with school concerts or other events.
- Rake leaves or shovel snow. First explain to your neighbors or local merchants why you want to raise funds, then charge them a fee per yard or an hourly rate.
- Run errands for community members or neighbors, collecting donations or hourly charges.
- Pick and sell locally grown fruit, such as apples, oranges, strawberries or bananas.
- Sell popcorn in your school or community.
- Plan and coordinate an afternoon Fun Day of games and activities in your community. Charge a small amount per student for basketball shooting, sandbag throwing, face painting, bracelet making, etc.
- Sell pizza every Friday for lunch. Students can write a letter to a local pizza place, explaining their idea to fundraise and outlining the cause. The school can offer to print the restaurant's logo on weekly flyers that go home to families. The same can be done with hot dog and soft drink distributors.



Leader Tip

Often it is easier to find donations for projects if you can demonstrate your past success. Start building your portfolio of photos, letters, newspaper articles and other project documentation now. Remember that Dr. Jane had very little funding until she made her first two important discoveries — that chimpanzees eat meat, and that they make and use tools. Once she demonstrated that her project was successful, the National Geographic Society and others supported her with funding.



- Hold a small-change drive. Cover large coffee cans with decorated paper and have members collect donations, while explaining the group's mission to passersby. Indicate weekly progress to Roots & Shoots group members to encourage more participation. Once a month, indicate how the money will be used. This can also be done on a schoolwide level, challenging students to match the weight of a student, teacher or the principal in loose coins by the end of the school year.
- Have a flea market or yard sale with donations from group members.
- Collect and re-sell recyclables (bottles, newspapers, aluminum cans). Ask local restaurants to save their bottles and cans for your group to pick up at scheduled times.
- Run a general fundraising campaign. Contact other community organizations and ask if they will donate a percentage of their profits to your cause.
- Hold a spaghetti dinner or pancake breakfast. Members agree on a recipe, make a meal and act as hosts and servers. Invite community members and parents to attend. Make a slide presentation about your cause.
- Create and sell a vegetarian cookbook, with recipes donated from group members.
- Have group members learn how to make masks or other items to sell at a community craft fair.
- Organize a talent show and charge admission.
- Sell tree seedlings in collaboration with a local nursery.
- Show movies in the school or community and charge admission.
- Organize an environmental fair where you sell tote bags made by members, handmade paper, etc. all with ecological messages and drawings. This is a great opportunity to showcase project work.

Photograph Above: Mrs. Goutell's Roots & Shoots group, the Sweetwater Pelicans, created a huge art display for "Rose Bay Day," a local event that raised awareness about estuary issues. The display board was donated by a parent, saving the group from having to purchase one themselves.

- Have a candy sale on special occasions and holidays (e.g., Valentine's Day, Halloween, Earth Day). Sell small packages of sweets that can be sent to fellow students, anonymously or with a message.
- Hold a plant-and-pot sale. Paint your own terracotta pots and grow your own plants. These can be flowers, houseplants or herbs, and they can be sold to parents and teachers alike for occasions such as Mother's Day.
- Go door to door offering to walk dogs. Charge per dog or per hour. You can also advertise with posters.
- Make friendship bracelets out of twine and beads and sell them to fellow students. Students can make them for friends in the same school or for students in their *Partnerships in Understanding* school.
- Sell handmade greeting cards (made from paper you recycle), handmade candles (made with recycled crayons), Christmas tree ornaments or hand-decorated wrapping paper. Ask for money or the equivalent in canned goods to be donated to a food bank.
- Set up a gift-wrapping kiosk at a shopping center around the holidays and advertise your cause. Obtain your paper and other supplies at manufacturer's cost.
- Organize a school dance in the gym or cafeteria. Ask teachers to supervise, students to bring music and a group member or friend to be the DJ. Charge an admission fee and sell soft drinks and potato chips.
- Plan a walkathon. Organize a route through your neighborhood or walk laps around a school track. Obtain sponsorship from local companies and parents for each mile walked. (The same principle applies whatever your marathon involves: dancing, biking, music, etc.)
- Invite local youth bands to participate in a Battle of the Bands. Each band pays a certain amount to enter, and you can charge admission to see the contest. A panel of judges decides on the winner after each band performs a short set. The winning band gets a small prize; the rest of the funds go into your account.
- Organize a fair or carnival on your school grounds or in a local open field. Have booths, games and food. Some low-budget ideas are a "Dunk the Principal" tank and a pie-eating contest.
- Have an auction where parents and community members rent the services of a particular student for a weekend day. Services offered could include yard work, window washing and house cleaning.
- Have a local ice cream parlor donate ice cream for sale at lunch time.



Photograph Above: Dr. Rick Asselta, Roots & Shoots University Programs Coordinator, launched a program to assist Tanzanian disabled youth and athletes. Rick's program included raising money to construct hand-operated three-wheeled wheelchairs, which cost about \$110 to produce. If you would like more information about fundraising for this project, contact Dr. Rick Asselta at rasselta@janegoodall.org.

online resources

USA

Product Sales

www.schoolpop.com
www.For-Schools.com
www.Human-I-Tees.com

Fundraising and Grant Websites

The Internet Prospector
<http://www.internet-prospector.org/index.html>

FundsNet
<http://www.fundsnetsservices.com/>

Council on Education
<http://www.cof.org/>

ESchool News Funding Center
<http://www.eschoolnews.com/funding/>

U.S. Dept. of Education
<http://www.ed.gov/funding.html>

The Grantsmanship Center
<http://www.tgci.com/>

WestEd Funding Information
<http://www.wested.org>

Grant Resources for Education
<http://www.lib.msu.edu/corby/education/grants.htm>

The Fundraising Bank
<http://www.fundraising-ideas.com>

The Fundraising Edge
<http://afrds.org/edgeoct99.html>

Fundraising Ideas & Product Center
<http://www.fundraising-ideas.org>

Yes Fundraising
<http://www.yesfund.com>

Canada

Product Sales

www.canadianfundraisers.com
www.fundraising-ideas.com
www.fundraiser.org

Fundraising and Grant Websites

EcoAction
http://www.ec.gc.ca/ecoaction/index_e.html

Canada Trust's Friends of the Environment Foundation: www.td.com/fef/project.jsp

Royal Bank of Canada
<http://www.royalbank.ca/index.html>

Rotary International
<http://www.rotary.org/foundation/>

Lions Club
<http://www.lionsclubs.org/>

Clubs Optimistes du Québec
<http://www.club-optimiste.qc.ca/> [French only site]

Donner Foundation
<http://www.donnerfoundation.org/tocframe.html>

Québec-Labrador Foundation:
Atlantic Center for the Environment
<http://www.qlf.org>

Lethbridge Community Foundation
<http://www.lethhbridgecommunityfoundation.org>

Fondation québécoise en environnement
<http://www.fqe.qc.ca>

W. Garfield Weston Foundation
<http://www.westonfoundation.org>

Laidlaw Foundation
<http://www.laidlawfdn.org/>

Tree Canada Foundation
http://www.treecanada.ca/index_e.htm

In this section:

Why Publicize?

Reaching the Media

New Group Press Release

Event Press Release

Representing Roots & Shoots to the Public

Logo Sheet

going public

“Whatever you can do, or dream, begin it. Boldness has genius, power and magic in it.”

— Goethe

This section offers your group tips on how to earn recognition in your community and beyond. Stories in the local and national media are great vehicles to celebrate your accomplishments, raise environmental awareness and

spread the seeds of Roots & Shoots. Please send us copies of any articles or photos for our archives.

Dr. Jane is the perfect example of an activist who uses the media to its best advantage. Wherever she goes, Dr. Jane gives interviews and speaks with reporters. Through her staff at the Jane Goodall Institute, she actively pursues newspaper, radio and television opportunities for spreading her message. She is always ready to speak out and has stories, facts, quotes, and photos to share at a moment's notice. Most important, she speaks from the heart and from her own experiences — if you do the same, people will listen.



At the 1999 Roots & Shoots College Summit, Robert Cornett and Dr. Jane ride one of the Puppet Farm's giant puppets. This creative Roots & Shoots group builds huge puppets and creates plays and performances with environmental themes. Their puppets always steal the show — a fantastic example of public relations in action.

why publicize?

Whether you choose to talk to local media or put up posters in your community, publicity can fulfill a number of purposes. Here are some of the reasons why you might consider publicizing your Roots & Shoots activities:

- to increase awareness about issues affecting the local environment, animals and human community
- to celebrate your project or event
- to gain publicity for your school, community group or organization
- to increase community support for and awareness of your Roots & Shoots group and the Roots & Shoots program
- to recruit participants and volunteers
- to inspire hope in your community by sharing a story about individuals making a positive difference

Publicizing your Roots & Shoots project in advance can help your group attract participants and sponsors. Inviting local media to your event will allow them to see your group in action. Sending a written summary of your event and pictures to your community newspaper can help your group celebrate its success.

reaching the media

Once you have decided to publicize your project, select the type of media that will be most effective in achieving your group's goals. For example, does your group hope to raise awareness about an environmental issue, or is your goal to advertise a service project in order to attract volunteers? You can gain publicity for your group through a number of different venues:

Education reporter

Newspapers usually employ an education reporter. Contact your local newspaper, or even a newspaper with a wider circulation, and ask for its education reporter. For larger newspapers, you also might want to contact staff that report on community events.

Local cable

Most cities and towns have a local cable channel that covers community issues. Speak to the station manager about getting airtime for your Roots & Shoots group. It should be free of charge! If your group has created a video of a service project, ask the station if it will air your tape.



Radio station

Telephone your local radio station and ask if you can set up an interview on a talk show.

School paper

Many schools and universities have their own newspapers, and your group members can write articles for these publications in order to gain support for a project.

Magazines

Find a local magazine that is sympathetic to your group's cause. For example, if your group plans to help the animals at a local shelter, you could write an article for a magazine dedicated to animals.

Photograph Above: SUNY Cortland Roots & Shoots members use the Adopt-a-Highway program's signs to promote their group projects. Many of our groups make their own signs and post them publicly — if you do this, be sure to check with the local community or landowner before posting any large signs.



roots & shoots group press release

FOR IMMEDIATE RELEASE

Contact:

date

group leader

telephone

group name

email

city, state/province

On _____, the _____ joined forces with Dr. Jane Goodall's global environmental and humanitarian program for youth, Roots & Shoots. As Roots & Shoots members, the group will plan and implement community service projects showing care and concern for the environment, animals and the human community. The group currently has _____ members between the ages of _____.

We plan to start our community service work with the following project: _____

If you would like to learn more about our group, please contact: _____

For more information about the Roots & Shoots program, please visit the website at www.rootsandshoots.org, or JGI-Canada at www.janegoodall.ca.

roots&shoots
the Jane Goodall Institute



date

event title

city, state/province

Contact: _____
group leader

telephone

email

Event Description: _____

Roots & Shoots is the Jane Goodall Institute's global environmental and humanitarian program for youth. In classrooms, community-based clubs, and youth groups, Roots & Shoots members plan and participate in activities and service projects that promote care and concern for the environment, animals, and the human community.

For more information about the Roots & Shoots program, please visit the website at www.rootsandshoots.org, or JGI-Canada at www.janegoodall.ca.

roots&shoots
the Jane Goodall Institute

representing roots & shoots to the public

Roots & Shoots is a grassroots effort — we want everyone to be involved. Local media can help the Roots & Shoots network grow by raising community awareness and support. In order to ensure that Roots & Shoots retains its identity around the world, it is essential that all groups use the correct logo and wording when publicizing the program.

Program Description

Roots & Shoots is the Jane Goodall Institute's global, environmental and humanitarian program for youth. In classrooms, community-based clubs and youth groups, Roots & Shoots members plan and participate in activities and service projects that promote care and concern for animals, the environment, and the human community. Through its diverse international membership, Roots & Shoots fosters respect, understanding and exchange among individuals of different cultures and countries. Since Roots & Shoots was created in 1991, more than 7,500 groups have registered in more than 90 countries.

The Roots & Shoots Mission

To foster respect and compassion for all living things, to promote understanding of all cultures and beliefs and to inspire each individual to take action and make the world a better place for the environment, animals and the human community.

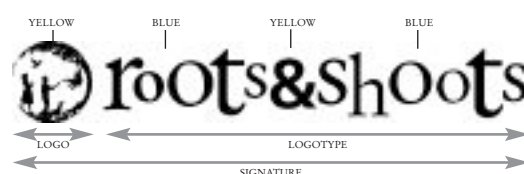
The Name

“Roots & Shoots” is the official title of Dr. Jane's program. Please ensure that you adhere to this form of wording in all printed material. **Always use an ampersand (&), not the word “and.”**

The Roots & Shoots Standards below will help you represent the program properly to the media.

The following items should be included in any media release surrounding your Roots & Shoots group:

- name of your Roots & Shoots group and, if applicable, its affiliation (e.g., your school or community group)
- details of your Roots & Shoots project or event
- name and contact information of the Roots & Shoots group leader (for event details, tickets, etc.)



The Signature

The Roots & Shoots horizontal signature is comprised of two components: the logo and the logotype. The horizontal configuration is preferred. This signature may be reduced or enlarged but must not be replaced with any other signature design.

Signature Colors

The Roots & Shoots signature may be printed in two colors (logo in yellow, logotype in blue and yellow), in one color (just blue) or in black.

Blue: PMS 660 or 4-color equivalent: 91% cyan, 60% magenta

Yellow: PMS 129 or 4-color equivalent: 18% magenta, 83% yellow

- short description of the Roots & Shoots program, including its connection with the Jane Goodall Institute
- Official website for the Roots & Shoots program: www.rootsandshoots.org, or JGI-Canada: www.janegoodall.ca

Thank you for ensuring that Roots & Shoots is represented in a uniform manner. With your help, Roots & Shoots will be recognized around the world.

logo sheet

Use the following logos on your materials.



safety and risk management

“We can complain because the rose bushes have thorns, or rejoice because the thorn bushes have roses.” — Abraham Lincoln



Rocky Ripple Roots & Shoots of Indianapolis, Indiana has group members between the ages of 2 and 16. With young group members working on projects like their Native Tree Nursery, it was important that they establish clear boundaries and safety procedures (see photo, next page).

A successful Roots & Shoots program is a safe program. That is why Roots & Shoots encourages all of its groups to carefully consider safety issues when planning events and activities. This section reviews risk management issues and offers suggestions for minimizing accidents. Successful and safe programs require advance planning and common sense.



planning for safety

A Roots & Shoots group plans a river cleanup on Earth Day. Imagine the following scenario:

The group meets at the riverbank. They have garbage bags and canoes. They decide to split into two groups: one to walk along the bank to pick up trash and one to take the canoes into the river. Everything starts out fine, but some of the members are wearing sandals that quickly get muddy. One student cuts his toe on a broken bottle hidden in the mud. They also do not have gloves, and everything they pull out of the mud is slimy and gross. Soon the hot sun, combined with the buzzing of mosquitoes, makes everyone feel tired, thirsty and cranky.

Suddenly they hear a yell from the river. One of the teams in the canoes was trying to haul an old tire out of the river when their canoe flipped over, dumping everyone (and their trash) into the river. No one is wearing life jackets. Three of the canoeists make it safely back to shore; however, it is clear that one of the canoeists is not a strong swimmer. Someone on the shore is certified in water safety and is able to rescue the person from the river. Luckily, the day at the river does not turn into a tragedy.

Identifying Risk

The next day the group leader gets a phone call from an angry parent. Why was her son at the river? She never gave him permission to go. She is also very angry that her son came home sunburned, mosquito bitten and distraught.

What could this group have done differently to keep their project from going sour?

Every Roots & Shoots group needs to identify risks before undertaking a project. What could go wrong? In the scenario above, the group leader could have asked some questions beforehand, such as:

- Are we familiar with the project location?
- What physical challenges are involved in this project?
- How might someone get hurt while volunteering for this project?
- How might someone get hurt while traveling to and from this project?
- Could someone not involved with our group get hurt?
- If something does go wrong, how could this hurt the reputation of our group and the Roots & Shoots program?

Of course, it is impossible to identify every risk that could occur, because environments and circumstances change; that is why it is so important to be sensitive to the importance of risk management before every project.

Evaluating Risk

The next step is to review the risks that your group has identified. Ask yourself two questions: What is the possible likelihood of a particular incident (i.e., the frequency of the risk)? How dangerous is the potential incident (i.e., the severity of the risk)? While a greater number of people are more likely to get bitten by mosquitoes (a high-frequency/low-severity incident), a water accident is less likely but far more dangerous (low-frequency/high-severity).

Photograph Above: In this photo, Rocky Ripple Roots & Shoots members in Indianapolis, Indiana learn proper tool use with close adult supervision. The boundaries of their work area are clearly marked and there are no other apparent safety risks. This is a perfect example of good risk management.

By evaluating risks, your group can decide which are tolerable and which can be prevented. You can also figure out which are covered by insurance and which are not. Consider which risks can be reduced without sacrificing the quality of the project. A team can decide to do as much as possible or can choose to scale back the project so the group can better control the outcomes (both positive and negative).

For example, the team in the above scenario could have controlled many of its project-related risks in advance by requiring everyone to submit a signed parent-permission slip and liability release form and have access to sun lotion, a hat, proper shoes, gloves and bug spray. By evaluating risk, the group might have staffed the canoes with people who had water-safety training or experience and required everyone to wear a life jacket. Finally, the group might have decided that the water risks were too great and eliminated the canoe element of the cleanup project, focusing on the riverbanks instead.

Controlling Risk

Once your group has acknowledged the risks associated with an event or project, you can decide how best to respond. Group leaders have a few options for controlling risk:

- **Avoidance**—prohibit the activity if the risk is too great. For example, the group may decide that one-on-one contact between a minor and an adult should be avoided. Likewise, the group should not use electrical tools unless members have adequate supervision or proper training.
- **Modification**—change the activity so the frequency and severity of risk decreases to an acceptable level. A group can use written guidelines, provide training, conduct safety programs and ensure legal compliance to modify risk. For example, members can take a first aid class or be provided with training on how to use simple tools.
- **Transfe**—shift the financial risk through insurance and the legal risk through a contract. By holding an activity on school property, for example, the school's insurance policy may cover visitors to the school and the volunteer activities taking place there. Research your selected venue to find out if your group is covered under the host location's insurance policy.

Questions to Ask When Planning

- What tasks and duties are we going to perform in carrying out this project or program?
- What tasks are we not going to perform?
- What is the procedure for an emergency?
- Do we have proper equipment for this project? Are we trained and/or supervised to use this equipment?
- Do we have enough safety equipment for everyone participating (safety glasses, gloves, etc.)?
- What personal items do we recommend each person bring for the project?
- Are we familiar with the project site? Who can help us if we're not (park ranger, local official, etc.)?
- Do we have permission slips for everyone under the age of 18? Do we have liability release forms for everyone?
- What additional insurance does our club need? Could the location of our project cover our activities? (How do we know whether our actions are covered?)
- Do we have a first aid kit? Where is it kept? Who in our group is certified in first aid/CPR?

Liability

Roots & Shoots and the Jane Goodall Institute, including all of their respective affiliated organizations, officers, directors, employees, volunteers and agents, are not liable for any losses, claims, damages and expenses of any kind or nature (including attorney's fees) resulting from, arising out of or in any way connected with a Roots & Shoots activity or any particular Roots & Shoots member's participation in an activity.

This responsibility rests solely on the group leader and the parents of any underage group members.

In conclusion, Roots & Shoots promotes care and concern for the environment, for animals and for the human community. By identifying possible dangers and risks, evaluating these risks and then making adjustments to your project, you are demonstrating care and concern for your Roots & Shoots members. We want you to be safe and incorporate careful planning and risk management into all of your projects. By doing so, you will be on the road to a safe and successful Roots & Shoots program.



parental/legal guardian permission and release form

Name of Event: _____ Date: _____

Please read and answer each of the following questions carefully. This form is required for participation in the above Roots & Shoots event and must be signed and returned by _____
date

I give permission for _____ to participate in
full name of participant
_____ 's _____ on _____
name of your Roots & Shoots group name of event date

Parent/Legal Guardian Information

Full name of parent/legal guardian: _____

Address: _____

Telephone number(s) where parent/legal guardian can be reached:

Day: _____ Evening: _____

In the event that the primary parent or legal guardian cannot be reached during an emergency, please supply the name(s) of an alternate adult(s).

Name: _____ Name: _____

Daytime Phone: _____ Daytime Phone: _____

Evening Phone: _____ Evening Phone: _____

I am aware that my child will be under the supervision of _____
group leader's name

for the duration of _____
name of Roots & Shoots event

and during travel to and from the event site. The Jane Goodall Institute and Roots & Shoots group leader will not be held responsible for my child's behavior or any accidents that may occur during this event.

signature of parent/legal guardian date

roots&shoots
the Jane Goodall Institute

resource bibliography

Roots & Shoots Educational Materials

All of these materials are available for sale online (unless otherwise indicated) at <http://commerce.janegoodall.org/store>.

Elementary School

Eco Team

This set of six activities reinforces concepts students have learned in their 3rd through 5th grade science classes, while adding a service learning component. The activities teach students how to take eco-friendly actions in all of the R&S project areas: care and concern for the environment, animals, or people. The activities are designed to accompany EcoTeam, an environmental education program of the Environmental Leadership Center of Warren Wilson College. The lessons can be downloaded at www.warren-wilson.edu/~elc/ecoteam

Walking with Grandfather

This activity booklet teaches students

about values that Native American elders pass down to children, including the importance of kindness, living in harmony with others, and overcoming challenges. The booklet is designed to accompany *Walking with Grandfather*, which is a video series and curriculum guide developed by the Four Worlds International Institute. Each activity encourages students to have a positive impact on other people, animals, or the environment.

Elementary, Middle and High School

TapRoots

This activity book combines age-appropriate, interdisciplinary lesson plans with outdoor hands-on activities to teach students about the importance of trees. Activities are designed to inspire students to plant and care for trees in their communities. Three versions are available for use with elementary, middle and high school students.

High School

Lessons for Hope Teacher's Guide
The *Lessons for Hope Teacher Guide* navigates a middle school or high school educator through the twelve web-based lessons inspired by Dr. Jane Goodall's life located at the *Lessons for Hope* website www.lessonsforhope.org.

Foster Care Handbook

The *Roots & Shoots Foster Care Handbook* is a resource available to anyone who works with youth in transition. The Handbook guides youth in out-of-home care through planning and implementing a community service project and other skill-building activities. By helping foster care youth build community connections and greater awareness of themselves, these activities and projects will also help ease the transition from foster care to independent living.

Dr. Jane Goodall

Websites

The Jane Goodall Study Corner
www.janegoodall.org/jane/study-corner/default.asp

Lessons for Hope
www.lessonsforhope.org

Selected Articles

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"Among the Wild Chimpanzees," 1984. The National Geographic Society.

Videos

(Available for sale at www.janegoodall.org)

"My Life With the Chimpanzees," 1990. The National Geographic Society.

"Chimps: So Like Us," 1990. Simon & Goodman Picture Company for HBO.

"Reason for Hope," 1999. Public Broadcast Station.

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*Van Lawick-Goodall, Jane and Hugo. 1970. *Innocent Killers*. Great Britain: Collins Clear-Type Press.

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*Goodall, Jane. 1972. *Grub the Bush Baby*. Boston: Houghton Mifflin.

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Goodall, Jane. 1999. *Reason for Hope*. Warner Books.

Goodall, Jane. 1999. *Forty Years at Gombe*. New York: Stewart, Tabori & Chang.

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Goodall, Jane and Dale Peterson. 2000. *Visions of Caliban: On Chimpanzees and People*. Athen, Georgia: University of Georgia Press.

Environment

Organizations

Canadian Parks and Wilderness Society
880 Wellington Street, Suite 506
Ottawa, ON K1R 6K7 Canada
(613) 569-7226
www.cpaws.org

Center for a New American Dream
6930 Carroll Ave., Suite 900
Takoma Park, MD 20912
(301) 891-ENUF (3683)
www.newdream.org

The Ocean Conservancy
2029 K Street
Washington, DC 20006
(202) 429-5609
www.cmc-ocean.org
www.oceanconservancy.org

Conservation International
1919 M St. NW, Suite 600
Washington, DC 20036
(202) 912-1000; (800) 406-2306
www.conservation.org

Dept. of the Environment Canada
Inquiry Centre
70 Cr  rcie Street
Gatineau, QC K1A 0H3 Canada
http://www.ec.gc.ca

Earth Island Institute
300 Broadway, Suite 28
San Francisco, CA 94133
(415) 788-3666
www.earthisland.org

Environmental Defense Fund
257 Park Avenue South
New York, NY 10010
(212) 505-2100
www.edf.org

Environmental Youth Alliance
P.O. Box 34097, Station D
Vancouver, BC V6J 4M1 Canada
(604) 689-4463
http://www.eya.ca

Evergreen
355 Adelaide Street West, 5th Floor
Toronto, ON M5V 1S2 Canada
(888) 426-3138
www.evergreen.ca

I.C.O.Co Trees for Life Canada
P.O. Box #79006, Garth RPO
Hamilton, ON L9C S40 Canada
(905) 540-8894
www.trees4life.ca

National Audubon Society
700 Broadway, New York, NY 10003
(212) 979-3000
www.audubon.org

National Parks & Conservation
Association
1300 19th Street, NW, Suite 300
Washington, DC 20036
(800) NAT-PARK
www.npca.org

National Wildlife Federation
11100 Wildlife Center Drive
Reston, VA 20190
(800) 822-9919
www.nwf.org

Natural Resources Defense Council
40 West 20th Street
New York, NY 10011
(212) 727-2700
www.nrdc.org

The Nature Conservancy
4245 North Fairfax Drive, Suite 100
Arlington, VA 22203
(703) 841-4850
www.tnc.org

Pollution Probe
625 Church Street, #402
Toronto, ON
(416) 926-1907
http://pollutionprobe.org

Sierra Club
85 Second Street, Second Floor
San Francisco, CA 94105
(415) 977-5500
www.sierraclub.org

Sierra Student Coalition
223 Thayer St., #2
Providence, RI 02906
(401) 861-6012
www.ssc.org

The Wilderness Society
1615 M Street, NW
Washington, DC 20036
(800) 843-9453
www.wilderness.org

World Wildlife Fund/
The Conservation Foundation
1250 24th St. NW
Washington, DC 20037
(202) 293-4800 www.worldwildlife.org

The Canadian Nature Federation
Suite 606, 1 Nicholas Street
Ottawa, ON K1N 7B7 Canada
(800) 267-4088
www.cnf.ca

Environment cont'd

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Environmental Conservation

E, The Environmental Magazine

National Geographic

Green Teacher Magazine

Internet

American Zoo and Aquarium Assoc.
<http://www.aza.org>

Educational Resources Info. Center
www.eric.ed.gov

U.S. Fish and Wildlife Service
<http://www.fws.gov>

JASON Project
<http://www.jasonproject.org>

World Resources
Institute <http://www.wri.org/biodiv>

North American Association for
Environmental Education
<http://www.naaee.org>

National Wildlife Federation-
Kid's Page
<http://www.nwf.org/kids>

Rainforest Alliance
<http://www.rainforest-alliance.org>

World Wildlife Fund
<http://www.wwf.org>

Project Learning Tree
<http://www.plt.org>

Animal

Organizations

Animal Legal Defense Fund
127 Fourth Street
Petaluma, CA 94952
(707) 769-7771
www.aldf.org

Canadian Wildlife Federation
356 Michael Cowpland Drive
Kanata, ON K2M 2W1 Canada
(800) 563-WILD
www.cwf-fcf.org

Humane Education Network
P.O. Box 7434
Menlo Park, CA 94026
(415) 854-8921
www.HENnet.org

In Defense of Animals
131 Camino Alto, Suite E
Mill Valley, CA 94941
(415) 388-9641
www.idausa.org

PETA (People for the Ethical
Treatment of Animals)
501 Front Street, Norfolk, VA 23510
(757) 622-7382
www.PETA-online.org

Western Canada Wilderness Committee
227 Abbott Street
Vancouver, BC V6B 2K7 Canada
(800) 661-WILD
<http://www.wildernesscommittee.org>

Books

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Ranger Rick Magazine

National Wildlife Federation

World

National Geographic

Internet

ASPCA (The American Society for the
Prevention of Cruelty to Animals)
<http://www.aspca.org>

The Humane Society of Canada
www.humanesociety.com

Vegsource
<http://www.vegsource.com>

Human Community

Organizations

Amnesty International USA
5 Penn Plaza, 14th floor
New York, NY, 10001
(212) 807-8400
www.amnesty.org

Amnesty International Canada/
Amnistie internationale
312 Laurier Avenue
Ottawa, ON K1N 1H9 Canada
(613) 744-7667
www.amnesty.ca, and
www.amnistie.qc.ca (in French)

Canadian Physicians for Aid and Relief
1425 Bloor Street West
Toronto, ON M6P 3L6 Canada
(800) 263-2727
www.cpar.ca

Canadian Red Cross
(in French and English)
170 Metcalfe Street, Suite 300
Gloucester, ON K2P 2P2 Canada
(613) 740-1900
www.redcross.ca

Free the Children
233 Carlton Street
Toronto, ON M5A 2L2 Canada
(416) 925-5894
www.freethechildren.org

Habitat for Humanity
Partner Service Center
Habitat for Humanity International
121 Habitat St., Americus, GA 31709
(229) 924-6935, ext. 2551 or 2552
www.habitat.org

Human Rights Watch,
350 5th Ave., 34th Floor
New York, NY 10118-3299
www.hrw.org

National Mentoring Partnership
1600 Duke St., Suite 300
Alexandria, VA 22314
(703)224-2200
www.mentoring.org

Nuclear Age Peace Foundation
PMB 121
1187 Coast Village Rd. Suite 1
Santa Barbara, CA 93108-2794
(805) 965-3443
www.wagingpeace.com

OXFAM
250 City Centre Ave., Suite 400
Ottawa, ON K1R 6K7 Canada
(613)237-5236
www.oxfam.ca, and www.oxfam.qc.ca

Public Education Network
601 13th St. N.W., Suite 710 South
Washington, DC 20005
(202) 628-7460
www.publiceducation.org

Special Olympics
1133 19th Street, NW
Washington, DC 20036
(202) 628-3630
www.specialolympics.com

Students Helping Street Kids
541 Willamette Street, Suite 308D
Eugene, OR 97440-3556
(877) KID-POWER
www.helpthekids.org

Teaching for Change
P.O. Box 73038
Washington, DC 20056
(800) 763-9131
www.teachingforchange.org

UNICEF Canada Square
2200 Yonge St., Suite 1100
Toronto, ON M4S 2C6 Canada
(416) 482-444
www.unicef.ca, and www.unicef.org
(international)

War Child Canada
401 Richmond St. West Suite 204
Toronto, ON M5V 3A8 Canada
(866) warchild (Toll free)
www.warchild.ca

World Vision Canada
1 World Dr.
Mississauga, ON L5T 2Y4 Canada
(866) 595-5550
www.worldvision.ca

Youth Service America/
Global Youth Service Day
1101 15th St. Ste. 200
Washington, DC 20005
(202) 296-2992
www.ysa.org

Zero Population Growth (ZPG)
1400 Sixteenth Street, N.W., Suite 320
Washington, D.C. 20036
(202) 332-2200, (800) POP-1956
www.zpg.org

Internet

American National Red Cross
<http://www.redcross.org>

Hunger Relief Organizations, links
page <http://www.njfoodbank.org>

National Institute for
Literacy <http://www.nifl.org>

Meals on Wheels Assoc. of America
<http://www.mowaa.org>

United Nations Association in Canada
<http://www.uncc.org>

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(one book in a great series of science coloring books)

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Primates/Chimpanzee Resources

Organizations

African Wildlife Foundation
1400 16th St. NW, Suite 120
Washington, DC 20036
(202) 939-3333
www.awf.org

The Biosynergy Institute
(Bushmeat Project)
PO Box 3430
Palos Verdes, CA 90274
www.biosynergy.org/projects.html

Bushmeat Crisis Task Force
1700 Connecticut Ave. NW, Suite 403
Washington, DC 20009
(202) 588-1069
www.bushmeat.org

Dian Fossey Gorilla Fund
800 Cherokee Ave. SE
Atlanta, GA 30315
(800) 851-0203
www.gorillafund.org

The Fauna Foundation
P.O. Box 33, Chambly
Quebec J3L 4B1, Canada
(450) 658-1844
www.faunafoundation.org

Friends Of Washoe
400 E. University Way
Ellensburg, WA 98926
(509) 963-1111
www.cwu.edu/~cwuchci/washoe_friends.html

The Gorilla Foundation
P O Box 620-530
Woodside, CA 94062
(800) MEGOAPE (634-6273)
www.gorilla.org

Great Ape Project
714 N 97th Street
Seattle, WA 98103
(206) 579-5975
www.greatapeproject.org

International Primate
Protection League
P.O. Box 766, Summerville, SC 29484
(803) 871-2280
www.ippl.org

Living Links Center
Emory University
954 Gatewood Road
Atlanta, GA 30322
(404) 727-0915
www.emory.edu/living_links

Orangutan Foundation International
4201 Wilshire Blvd, Suite 407
Los Angeles, CA 90010
(323) 938-6046
www.orangutan.org

Primate Conservation & Welfare Society
PO Box 2101
Port Townsend, WA 98368
(888) 595-7297
www.primates-online.com

Wildlife Conservation Society
N.Y. Zoological Society
2300 Southern Blvd.
Bronx, NY 10460
(718) 220-5100
www.wcs.org

Wisconsin Regional Primate
Research Center
University of Wisconsin
1220 Capitol Court
Madison, WI 53715-1299
(608)-263-3500 (center)
(608)-263-3512 (library)
www.primate.wisc.edu/pin

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acknowledgements

The Roots & Shoots Coordinator's Manual is the result of the hard work and dedication of a large number of staff, interns and volunteers. We would like to give special thanks to the authors and producers of the Roots & Shoots Tanzania Manual. Their work inspired us to create a similar resource for groups in North America. Much of our basic outline followed their example. We would also like to offer our thanks to the following people and organizations:

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Dr. Jane Goodall, DBE
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U.N. Messenger of Peace*

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